INFORMANT

JANUARY, 1940 "My heart shall rejoice in thy salvation."—Ps. 13:5. BROOKLYN, N.Y.

January Special Bound-Book Campaign

Three Books on Contribution of 35c

Have You Your Back-Calls Lined Up?

Do You Have Your 12 Books?

A favorite text for this time of the year has always been, "Thou crownest the year with thy goodness" (Psalm 65:11), and certainly all of Jehovah's people can testify to the fact that the past year has been one overflowing with blessings from Jehovah in the marvelous way He has led His people by revealing to them His purposes and by furnishing them the necessary instructions through His Theocratic Organization. And the privilege of engaging in the "WAR OF VINDICATION" Period just ending has been a fitting climax to a full year of service.

By the time this *Informant* is received, all preparations should have been completed for making the month of January the biggest month for bound books in the history of this organization and all the publishers set for January 1 to "start the ball rolling".

The Society has set aside all the "even" months of the year as campaign months and designated these as Testimony Periods. As January comes in between two testimony periods, it will be interesting to see what the publishers will do during an "odd" month and how much the results will surpass those of the previous similar book campaign during the "Faithful and True" Testimony Period, in December, 1938. The results will, no doubt, show that there are no "off" months with Jehovah's people.

All to Have a Share

The peak of company publishers so far reported, in October, 1939, by no means represents the total number of publishers in the United States, as quite a number of the 'spasmodic' publishers failed to report during that month and, as indicated elsewhere in the *Informant*, November took a slight drop in publishers. If we "come back" this year as we did last, when there was an increase of over 5,000 publishers between November and January, we shall be quite near our quota of 50,000 publishers for the fiscal year.

It was suggested in the December *Informant* that there should be no excuse for any of the brethren for not having a share in this special campaign, as even the elderly ones can take along a bound book and a catalog and use both to demonstrate the special offer, later delivering the books, or having someone else deliver them. Those who have been waiting for "opportunity to knock at their doors" will find this opportunity during January, as little need be said to place three bound books on such an exceptionally low contribution as thirty-five cents, although those who can point out the various special features of the books may be able to leave a larger number of bound books with an individual. It is suggested that the new publishers can be further encouraged by permitting them to call on those who have previously taken literature or shown interest and whose names are in the back-call files of the company. Many of these people will wish to avail themselves of this special offer. The young folks, many of whom have previously engaged only in information marches, or in the *Cure* and other booklet distribution, should be encouraged to have a share in this special distribution of bound books.

Back-Calls

We should make a special effort during this campaign to arrange for back-calls on those who obtain the combinations from us. While we will endeavor to place as many bound books as possible, we should not lose sight of the fact that our primary work is to inform the people about the Kingdom and its provisions; and if we can be assured of their benefiting from the information contained in the books, we shall feel that our work was worth while. The only way we can be sure is by calling back and finding out. If we leave a *Salvation* folder at the time, arrangements may be made to return and let them hear the "Government and Peace" lecture, following the outline given in *Model Study* No. 2.

There are hundreds of names, in your back-call files, too, of persons that will need these books; so don't forget them. January should be a banner back-call month. Maybe we can reach the average of 4 back-calls per publisher in January.

Delivering Orders

While the special bound-book campaign extends only throughout the month of January, and the company must show on its January report card the number of combinations placed, in order to get the rebate, there will be no objection to the publishers' DELIVERING orders on February 1 and reporting these as placed during January. This will enable some of the publishers to leave books with people who would not be able to take the books until "pay day". As soon after the first of February as possible, all publishers should have their reports in, so that the company may send in its complete report. In view of the fact that when they turn in their report slips the company will reimburse the publishers for all combinations placed, the company will be anxious to get its report in promptly so necessary rebate on the company account may be allowed it by the Society. This will appear on your statement.

Obtain a Set of Books for Your Personal Use

All newly interested brethren who have obtained and studied possibly only the newer books will wish to obtain for their own use a complete set of the books. This will be a good opportunity for their doing so. This privilege extends, of course, to any of the brethren. You will notice that the new *Model Study* booklet No. 2 calls for paragraphs to be read from the various books in support of the information being considered, and so it will be necessary for every publisher to be equipped with a complete set of books in order to carry on model studies, AND EVERY PUBLISHER SHOULD BE CONDUCTING MODEL STUDIES.

Properly Equipped

From the way the orders have been coming in from pioneers and companies, there will be a real witness given to the praise of Jehovah's name during the month. If all the company servants look after the companies' interests there should be sufficient books on hand, from *Harp* to *Jehovah*, so that each company publisher will have at least 12 bound books for his use during the campaign, and many of the publishers will already have obtained their quota from the stockroom. (Those companies that have on hand some of the *Life* book will make definite arrangements to see that every one of these is placed during the month.)

Each study group will be all set to thoroughly cover its assignment during the month, giving special attention to the back-call names turned over to the study conductor by the back-call servant. The study conductor and other regular publishers in the group will arrange to take with them the non-publishers and show them how to "publish".

Those not associated with a study group will be ready to give their individual home territory a good coverage, having in mind those in the territory who have previously taken literature and giving these the privilege of obtaining the rest of the set at three books on 35c contribution.

Additionally, the company will have arranged for some group witnessing parties in territory not assigned to individuals or study groups, for several times during the month at least, the first day of the campaign, January 1, being a very good day for that purpose, as practically all in the company can be mustered out that day. This will also be an encouragement to the new ones to work with a large group of publishers.

During the campaign we do not wish to ignore the *Salvation* book, as many showing exceptional interest will want this book and we should be prepared to offer it, as well as the booklet *Government and Peace*. With every combination or single book placement, be sure that there is left a bookmark, showing where your meetings are held. These bookmarks have already been the means of bringing many people to the regular studies, and, as a result, some of these are now publishers. Where no books at all can be left, a *Salvation* folder, properly stamped with address of your headquarters, should be left. The phonograph should be put to extensive use during this campaign. In addition to the "Snare and Racket" record, there are a number of other of the records which mention the publications of the Society and which may be used during this January special campaign to aid in placing the books with the people.

We look to the January campaign with joy, appreciating the wonderful blessings the THEOCRACY has in store for the people of good will in the bound books to be distributed.

Testimony Card Will Help

It is recognized that throughout certain parts of the United States it is not possible during the extreme winter weather to use the phonograph door-to-door setup method extensively. Therefore, during February publishers in such territory should concentrate on the Testimony Card method of introducing the Kingdom message. Use this as a means toward opening the way for the phonograph to be run in the home; and even in cases where you cannot get in you will find many instances where the people will readily take the *Salvation* book on reading the Testimony Card. In sections where there really is no "winter" and in apartment houses, of course, the phonograph door-to-door setup should be used.

Continue to use the "Snare and Racket" record. This will mean that you will have to take along some of the *Enemies* book. Be sure always to leave a bookmark with each person who takes *Salvation* or any other bound book. While you are out in the field be prepared at all times to fully serve the people. Keep in mind that the King's business is the most important and is worthy of your best efforts.

Have You a *Watchtower* and *Consolation* Magazine Route?

"My Hours in the Field"

Consideration Given to January's Calendar Pad Text

The new Calendar opens the calendar year 1940 with a very timely suggestion for January, during which much time might comfortably be spent at home because of cold and inclement weather.

Consider: "My Hours in the Field," quoting Ephesians 5:15, 16: "Walk . . . as wise, redeeming the time, because the days are evil." Or, as *Rotherham* renders it: "Buying out for yourselves the opportunity, because the days are evil." (See also *Emphatic Diaglott.*) The Lord's people are all consecrated to him; consequently their time belongs to the Lord. The Devil and his world would monopolize most or all of their time and try to crowd out their service of the Lord. Jesus warned that at the end of the world His followers should guard against being overcharged with the cares of this world, which would encroach upon their time and attention and strength. (Luke 21:34-36) Hence they must, at the cost of self-pleasing and gratification, redeem or buy out the time and thereby 'secure' for themselves the opportunity to serve the Lord actively as commanded by him. Otherwise, time and the opportunity that time offers will be lost so far as your part in connection with Jehovah's "strange work" is concerned.

Specifically, how is time lost? The following are a few suggestions showing where time can be redeemed. Let each one examine himself, and then take steps to guard against irredeemable loss.

Much time is lost to the Devil and his organization by consecrated persons in devoting unnecessary time, strength and thought to getting promotion, approval and additional wealth from some branch of Satan's organization, striving for that which perisheth and will pass away. Others devote unnecessary time and strength striving to gain health and strength, apparently on the assumption that man shall live by bread alone. This is unscriptural and dangerous. It gets creatures to worshiping themselves, considering themselves and forgetting the Lord.

Others waste consecrated time in catering to the whims and selfish desires of relatives, friends and others. Still others, to the gratification of their own selfish desires when there is opportunity for field service, seek recreation, movies, drama, worldly reading, such as novels, magazines, and things of this nature. We could go on indefinitely and recount time that is lost by consecrated persons, which time is the property of the Lord and belongs to him. All of this time is redeemable and must be bought out and properly redeemed and used to the glory of the Lord if we are going to be pleasing to him; and if this time is properly redeemed and devoted to the Lord, many who now find it difficult to attain their 60-hour quota will do so without any difficulty at all.

This is a serious matter. It is an individual matter. Each and every one, individually, should be critical of himself and not of others and check carefully on himself and see that the time that belongs to the Lord is redeemed and utilized for its proper purpose.

November Shows Splendid Increase

How are you progressing, as individuals and as a company, with the quota suggested by the Society? Do you have the chart properly prepared? and what does it show? Let each company and each individual compare their results with the results of all companies in the United States as shown in the following chart. You will note that the month of November is added. The increase in number of publishers and of hours per publisher in the field for the month of November this year over November last year is very gratifying. The brethren do realize the seriousness of the responsibility resting upon them. There was a slight drop in November under October this year of about 1,300 publishers. This should not be. There doesn't seem to be any good reason why publishers who were able to get out in October should not have been able to get out in November this year, with a few exceptions of sickness and other conditions beyond the control of the brethren.

The hours in the field dropped from an average of 19.1 in October to 15.4 in November, about 3¾ hours. Some of this, of course, can be accounted for in the fact that October had five week-ends and a number of days from September carried over from last year. We should be doing better, however, than 15.4; but the splendid increase shown when compared with last year, when we averaged only 10.9 hours in the field, is, of course, very encouraging. What is January going to be? Your December is gone; what was it in average number of hours? Let each company and each individual check on this matter. Watch for the figures in the next *Informant* and see how your figures compare with them.

Company Publishers' Field Report

	Last Year			This Year		
	Company Pub'rs	Av. Hrs	Av. B-C	Co. Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	42,436	19.1	2.3
Nov.	25,863	10.9	2.4	41,146	15.4	2.1
Dec.	28,371	12.1	1.9	?	?	?
Jan.	31,679	14.9	2.7	?	?	?

Can You Be a Pioneer by Springtime?

There Is Plenty of Territory for Full-Time Service

The most blessed condition of any of the Lord's people amidst this crooked and perverse generation is one in which the servant of God can devote all his time and energies toward furthering the Kingdom interests. Such, like the apostle Paul, have their minds firmly set on "this one thing", and their peace and joy know no bounds. They rely entirely on the Lord, and he pours out his blessings on them without measure and without sorrow. Why not be a full-time, pioneer publisher by spring and be completely engaged in Kingdom interests. Begin planning and saving now. This is the time to write in and find out where is the most suitable territory for you. There is much territory open for pioneers; particularly in large cities is there a crying demand for pioneers. Many companies are finding they cannot adequately take care of the interest in their territories and they need pioneers to assist them. Why not be of assistance to these companies, working together with them in caring for the people of good will?

While in the last year there has been a tremendous increase in the number of company publishers, the number in the ranks of the pioneers has been more or less at a standstill. The yearly fiscal reports for the past three years show we had the following average numbers of pioneers and of company publishers:

Year	Pioneers	Increase	Company Publishers	Increase
1937	1,838		18,856	
1938	1,910	72	23,013	4,157
1939	2,241	331	38,371	15,358

The October report of this fiscal year showed 42,436 company publishers and only 2,390 pioneers. If the pioneers had increased at the same rate as the companies we would now have approximately 4,000 pioneers in the field. In 1937 we had 1,800 pioneers and 18,000 company publishers. We expect by Memorial time, in March, to have 50,000 publishers, and at that same proportional rate of increase there should be approximately 5,000 pioneers! Prayerfully consider, brethren, this full-time service. We feel confident that many today who are enjoying only part-time service will find out they can put in their whole time in the King's cause. Recall to mind the words of Jesus, namely, "But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you."

Why not write for Pioneer information and be ready for full-time service by spring?

1940 "Yearbook of Jehovah's witnesses"

Calendar Also Ready

Who are Jehovah's witnesses? What is the organization? and how may one become associated with it? What are the results showing that those associated with the Watch Tower Bible and Tract Society are Jehovah's witnesses? These pertinent questions and many others are thoroughly answered in the 1940 *Yearbook of Jehovah's witnesses* for the benefit of those of good will. Everyone associated with the organization will desire a copy of the *Yearbook* so he can read of last year's activities of Jehovah's Kingdom publishers, the greatest year in the history of the Society. Each will likewise require the *Yearbook* for the daily texts and comments to be used throughout the year. There are many people upon whom we are making back-calls who are intensely interested in the Kingdom work but who have not as yet attended the headquarters' meetings, and these should be made acquainted with the *Yearbook* and urged to obtain one. Some of these people will desire several copies.

"MY HEART SHALL REJOICE IN THY SALVATION" is a text we shall have occasion to use a great deal throughout the year. This year text is fitly illustrated on the 1940 Calendar by the wreck of the Devil's organization in Armageddon and the salvation of those who have put their trust in the Lord. Neither the picture on the Calendar nor the Calendar pads give any honor to men or man-made holidays, but all honor is given to Jehovah. There should be a Calendar in the home of every one of Jehovah's witnesses and their companions.

Find out right away how many are required for the needs of the company, and the company servant can send in the order, so you can have the use of the *Yearbook* as quickly as possible. A cash remittance should accompany the order, 50 cents per *Yearbook*, and 25 cents per Calendar (in quantities of five or more Calendars to same address, 20c each).

Pioneers and the Bound-Book Campaign

The December *Informant* called attention to what promises to be the greatest bound-book campaign to date. Pioneers everywhere are determined that they will not be caught again as they were during the *Vindication* campaign last year.

The December *Informant* also suggests a general quota of one combination of three bound books a day for each pioneer. Many of the pioneers, of course, know that they will place many more than that, and should therefore order proportionately. All pioneers should place at least one combination a day.

Pioneers will send their orders direct to the Society. Do not try to get your literature from the local company without authorization from the Society. The Society may be figuring on shipping the surplus company stock somewhere else. Please co-operate in this respect. Re-read the instructions on ordering, in the December *Informant*, and order only total bound books required, leaving it to the Society to supply the kind of books except in the cases mentioned in the December *Informant*.

Be sure to make proper arrangements to call back on those obtaining the combination. Take an interest in them. Help them to understand the various features of the work and to see their responsibility. This campaign will undoubtedly open up a wide field of new interest.

Pioneers in company territory will co-operate fully with the company organization by reporting new interest to the back-call servant and regularly turning in back-call follow-up slips on each back-call made and model study held, and in all other details co-operate closely in developing the new interest and aiding them to see the Lord's organization and take a stand on the Lord's side.

Model Study No. 2

Model Study No. 2 booklet is the latest provision of the Lord in aiding his organization to "feed" the many hungry souls. Each company and pioneer should get a good supply of these booklets, so as to properly care for the increased interest. They are 5c a copy to everyone.

One big feature of *Model Study* No. 2 is that a complete lecture can be run and thoroughly covered in three or four evenings. In this manner more lecture series can be run for the newly interested, yet each lecture is fully discussed. Companies holding this study at their Kingdom hall have had a great increase in the number of publishers attending.

Note that considerable reference is made to the other publications, notably the bound books. Each publisher should have for his own use all of these publications and be familiar with the references made from each book. The company should also keep in stock a good quantity of these books, for the use of new publishers and for the people with whom the model study is conducted, as well as for distribution in the regular field service. There will always be a demand and need for all these books.

Have You a *Watchtower* and *Consolation* Magazine Route?

"Salvation" Testimony Period Starts Feb. 1

50,000 Publishers Our Aim

February Will Add to the Increasing Distribution of *Salvation*

We are happy to announce that during the "Salvation" Testimony Period, which will be for the entire month of February, we will very appropriately stress the new book *Salvation* and its companion booklet *Government and Peace*, on a contribution of 25c. Where the people cannot take this combination, then offer *Government and Peace* with two other booklets on a contribution of 10c; and where they are unable to contribute even that little and will read a booklet, leave *Government and Peace* with them for a few pennies or free. Also, with each person called upon leave a copy of *Kingdom News* or the *Salvation* folder.

Since the release of the *Salvation* book to the public, just seven months ago, the Society has already printed 1,750,000 copies of this thrilling and instructive book. We shall soon start printing on the 2,000,000 edition, the demand for the *Salvation* book being so tremendous. This is indeed good news; for it is another manifestation from the Lord that this is the acceptable time to comfort those that cry and sigh because of the abominations they see committed throughout all of "Christendom". It is also a convincing evidence that the army of locusts is very much on the increase and is doing a thorough job of "eating up the varnish".

50,000 Publishers???

The steady influx in the number of Jonadabs taking part in the witness work is very encouraging to behold. The unbounded joy and enthusiasm with which they take hold of the work is indeed thrilling, and it is no wonder that others of like spirit are joining the ranks. As these people of good will come to a reasonable understanding of the truth they are very glad to make known the Kingdom message to others. In your service meetings and in all study meetings point out this increase and show the need and privilege of each one's doing something to further the interests of the Kingdom. Stress regularity in the service. The brethren should get out in the service regularly, in the field service or in the back-call work, at the very least once each month. If the brethren who have ever gone out in the field service in the past engage in the witness work during February, with the steady influx of new publishers, we should easily have 50,000 publishers. Let each company strive during February to get out all its available publishers, if only for a few hours during the month. It is to the best possible interest of the individual and the company organization to know that each publisher witnesses regularly each month.

Interest In the Field

Many brethren during February will begin working territory that has already been gone over with the *Salvation* book. When you meet persons who have the *Salvation* book, find out what progress they have made, and try to arrange for a back-call with the series of records or model study. Invite them to the *Salvation* study nearest them. Get their name and address and call back on them, until they are attending the meetings regularly or have shown they are not interested. To do this work properly, of course, one must work in the same assignment continually. This again emphasizes the need of publishers' having individual territory.

At all times be on the alert to get the name and address of each person who shows interest in the Kingdom work. And when a publisher gets such names, he should himself call back on these people, and not leave this interesting and important work to others.

Publication of the following magazines has been discontinued:

Consolation, Japanese.
The Watchtower, Rumanian.
Consolation, Polish

NEW PUBLICATIONS

Enemies, Spanish.
Safety, Malay.
1940 *Yearbook of Jehovah's witnesses.*
1940 Calendar.

Information That Will Aid the Company and Office

Pioneers should always remit for *Watchtower* and *Consolation* new and renewal subscriptions, whether the subscriptions are for six months or for a longer period. Pioneers are to send in $1.00 with all renewal subscriptions, as there is no special rate on renewals.

Pioneers and company servants should give their full name and address at the upper right-hand corner of each letter.

Company servants living outside of the town by which the company is known should always show the name of the company at the head of each letter.

The pioneers who are also serving as company servants should definitely state on each order submitted whether it is a pioneer or a company order, whether remittance is for the company or on pioneer account, etc. Pioneers serving in such capacity should always send in two change of address notices: one on the pioneer Change of Address slip and another on a sheet of paper, stating on the latter that such change is for address as company servant. Also, correspondence pertaining to companies should be on a sheet separate from pioneer mail.

Pioneers are to promptly notify this office of each change of address, on the regular Change of Address slips. Before mailing in the slip, be sure that all the information called for, including your complete new address, is plainly and correctly written out. A separate Change of Address slip is to be made out by every pioneer, whether witnessing alone, in pairs, or in groups.

The cost of all self-covered booklets is the same, and has been since June 1. Also, all *Model Study* booklets, English and foreign, are five cents a copy.

Pioneers and companies are not to transfer literature to one another. Whenever it does become necessary to transfer stock, authorization is first to be obtained from the Society before such transaction is put through. Zone servants, as representatives of the Society, may authorize the transferring of stock in line with specific instructions from the Society relating to excessive stock in their zone.

Company servants are to mail to the Society, and to their respective zone servant, at the end of each month, a report card covering the month's activities. Many company servants fail to send in a report to the zone servant, and this has caused extra and unnecessary work at the office. The report cards to the zone servant are to be mailed to his permanent address. Zone servants who have not advised all companies in their zone of their permanent address, please do so immediately.

In order that all study conductors may be familiar with what the Organization Instructions have to say about the proper conducting of studies, the company servant should arrange to supply all appointed study conductors with the information under "Study Meetings", first two paragraphs.

When a company servant notifies the office of his change of address he should definitely state that his address as company servant is also to be changed; for otherwise a mere notice to change address will result only in change of address of his *Watchtower* and *Consolation*. You will appreciate the necessity of doing this when you bear in mind that there are approximately 2,500 company servants and thousands of *Watchtower* and *Consolation* subscribers.

Companies receiving Distributors' copies of *Consolation* and *Watchtower* should promptly notify the office of every change in address or of name of the one to whom these copies are to be sent. Always, when sending in such notice, state the change is for "Distributors' copies coming in the name and address of ———", whoever the party may be.

Repeated complaints about not getting their *Watchtower* and *Consolation* come to the Society from subscribers. After an investigation we find out from the post office that the one complaining has moved. To avoid this, we request each subscriber to notify us of each change of address at least two weeks before moving, giving the old address as well as the new, so that the proper correction can be made in our files.

New Work Begins

(*Continued from page 4, column 4*)

they require more for their magazine work they will open up a regular magazine account with the Society.

Companies that have a magazine account with the Society, finding that on some particular issue the magazine is going very rapidly, may order extra copies of that issue and they will be sent immediately.

Zone servants, company servants, and particularly the one in the company appointed to take care of this work, should keep it prominently before the minds of the publishers during the next several months, so that this new feature may find its proper place in the Theocratic Government. Jehovah, through His Organization, has seen fit to have these magazines published regularly, and his rich blessing has been upon their message. *The Watchtower*, in particular, has been a great aid to people of good will, and now it behooves every one of the Kingdom publishers to see that the message contained therein gets into the homes of all people who love righteousness. It is not always convenient for individuals to spend one dollar for a subscription at one time, or even fifty cents for six months, but at least everyone who loves righteousness and desires to know the truth can afford to spend five cents every other week for *The Watchtower* and the same amount for *Consolation*. Let every one of the publishers for the Kingdom now take hold of this new work of a wide distribution of the magazines published by the Society and meet regularly these people of good will by building up a route. This will show the individual interest you have in these people, and sooner or later they will see that there is only one place of safety.

Your reports on the progress of this campaign will be of real interest to the Society. Company servants should take up this portion of the *Informant* with the company along with the Society's letter of December 15 on the same subject, very shortly, and then place your subscription for distributors' copies by February 1.

Those Handling Coupons Please Read Carefully

Companies and pioneers sending coupons to us should keep in mind the following information: Coupons are sent by us to the Colgate Palmolive Peet Co., in New Jersey, at intervals of from two to four weeks. Coupons that accumulate here during these intervals are all sent together in one shipment. *For this reason it is important that you do not put any orders, report cards, money orders, or anything else that needs immediate attention, in letters attached to packages of coupons.*

It takes from two to four weeks after we send a shipment of coupons away before we receive a check for them. If the check comes just after your monthly statement has been sent to you, the credit for the coupons you sent in will not appear until the next month's statement.

To aid us in handling your coupons, please carry out the following instructions very carefully.

1. Always send a letter giving the necessary information about the coupons. If there is nothing in the letter but information pertaining to the coupons, this letter may be attached securely to the package of coupons. If in the letter there are other items requiring immediate attention, send the letter separate from the package.

2. State the different kinds of coupons in the package, and give the total of each kind. Coupons do not all have the same value. Octagon, Kirkman, Rumford, Luzianne and Ballard's are all $4.00 per thousand full-value coupons. Health Club are only $3.00 per thousand. Borden's coupons have no cash value, and, if possible, should be redeemed in some coupon store in your neighborhood where you can receive merchandise for them.

3. Coupons should be carefully counted and tied together in bundles of 100 full-value coupons. Thus 200 half-value coupons should be tied together to make a bundle of 100 full-value coupons. These bundles should be made up of coupons of the same brand.

4. Always state the pioneer or company account that is to be credited with the value of these coupons. Companies should be especially careful to give the name of the company that is to be credited.

Have You a *Watchtower* and *Consolation* Magazine Route?

New Work Begins with "Watchtower" and "Consolation"

Hundreds of Thousands of Copies to Be Distributed Weekly

Plan Regular Routes for Distribution

Special Work to Begin February 1

New Arrangement Will Increase Number of Publishers

In the past two years the Society has specially stressed the placing of the *Watchtower* and *Consolation* magazines in the homes of the people of good will. Two years ago we had the *Consolation* campaign, which proved to the publishers that subscriptions can be obtained. Last year in the *Watchtower* campaign results far exceeded those of the *Consolation* campaign and again proved one thing: that magazines can be placed in the homes of the people.

It has been found, as a result of the *Watchtower's* going into the homes regularly, thousands of persons now see that their chief responsibility, if they ever will obtain life everlasting upon the earth, is to be a publisher. The Lord has placed upon his people the commission of seeing that this gospel of the Kingdom is preached and, according to the wider distribution of this Kingdom message, the greater is the influx of the great multitude. The magazine plays an important part in the dissemination of the Gospel.

Every effort should now be made by the publishers of the Kingdom to see to it that the people of good will have an opportunity to receive a knowledge of the truth, and this new campaign which begins with the *Watchtower* and *Consolation* magazines will assist them to take a definite stand for the Kingdom. While the subscription lists for *The Watchtower* and *Consolation* are very good and have increased tremendously during the past several years, hundreds of thousands more copies of these magazines should be distributed weekly; and one way that it can be done is by each company's making the magazine a part of its weekly field activity.

Wider Distribution Begins February

With the beginning of the "SALVATION" Testimony Period this new work of a wider distribution of *The Watchtower* and *Consolation* will begin. Publishers of the Kingdom know the importance of the contents of these magazines, and therefore everyone should be convinced that hundreds of thousands more persons should be reading them regularly. There are three ways in which this wider distribution of the magazines can be accomplished:

1. By obtaining individual subscriptions for the magazine for one year or for six months.

2. By building up a route which each publisher will cover every week, one week with *The Watchtower* and the next week with *Consolation*.

3. By the distribution of the magazines in business sections, railroad stations, bus terminals, and at busy intersections in the city.

The Kingdom interests can be greatly advanced by carrying on a wider distribution of these magazines in your own company territory. Every company publisher should take hold of this work with a zeal peculiar to the Lord's house. If twenty-five percent of all the publishers in the United States participated in the distribution of *The Watchtower* and *Consolation* by this new method of building up magazine routes, or by getting an assignment at some busy intersection for a few hours every Saturday or week-day evening, more than one hundred thousand additional copies of each of the magazines would be distributed of every printing. Before six months have elapsed every publisher of the Kingdom should be a magazine publisher placing at least five copies each week. By that is meant the magazine publisher will have developed a route in which he will distribute regularly a few of the magazines as soon as they are delivered to the company. While at all times we want to encourage individual subscriptions for the magazines, this special work will be primarily the developing of a magazine route and distribution at busy parts of the city.

Organizing the Work

On December 15 the Society mailed a letter addressed to all company publishers regarding the rates. Supplementing this letter the following is the outline of how the work will be carried on in each company.

One person in the company who is anxious to see this work progress should be assigned the responsibility of seeing that all of the magazine work is properly handled. The details will probably be too much for the company servant to undertake, or the secretary. If they can handle it, then take on the responsibility; but in most large companies probably the advertising servant can take over all the details relative to magazines. The company servant should select one of the servants appointed by the Society, preferably the advertising servant, to look after this work, and such assistants as may be necessary as the work increases. Hereafter we will refer to the advertising servant as the one handling the magazine campaign.

All persons who desire to participate in this work should register with the advertising servant as "magazine publisher" and inform him how many copies they will require of each issue of *The Watchtower* and of *Consolation*. The order for the company should be placed in the name of the advertising servant, giving his address. The magazines will come to his home shortly after the magazine is published. It will then be the duty of this individual to see to it that all the "magazine publishers" registered with him receive their supply at the next meeting, so that they can make proper distribution to their routes prior to the date of issue.

Many of the magazine publishers will continually increase the number required for their routes, because of finding new interest when making regular deliveries, and this information, of course, should be conveyed to the advertising servant, who will increase your supply accordingly. Other publishers who are working at the street corners will find that they can distribute 5, 10 or 15 every time they take up their position, and, knowing their needs, will so inform the advertising servant at least once each month. The advertising servant will, in turn, increase his magazine order with the Society, so that you have ample supply.

A special magazine account will be opened in each company's name where 10 or more copies of each issue are mailed regularly. Please see letter of December 15 for details on ordering and remitting on your Distributors' copies account. Companies already having an order with the Society for distributors' copies will receive a credit on their new account to the amount of the unexpired subscription. This applies to distributors' copies of 10 or more mailed to one address. Companies wanting to change their quantity of 10 or more can do so beginning February 1, 1940.

Increasing Publishers and Hours

Many of the young folks in the companies have been hoping something special for them would be arranged by the Society so that they might aid in the proclamation of the Kingdom to a greater extent. This is just the thing for young and old alike. Where a regular company publisher has an individual territory he can work up a definite route of people desiring either *The Watchtower* or *Consolation* each time it is published, and if desired the children can make these regular deliveries. Thus the children not only can have a share in taking care of the route but can build up their route by spending a half hour or an hour extra, when making deliveries, in calling on the people, showing them sample copies of the magazines and seeing if they can add their names to your regular deliveries. There are thousands of young folks in the companies who desire something to do, and here is a splendid opportunity afforded. Also Saturday afternoons and after school, many of these publishers can take their positions in downtown sections of the city, bus stations, and railroad terminals, and distribute the magazines to passers-by. They can get a regular allotment each week and carry on this wider distribution of the magazines. This not only means more publishers in the field, but means more hours spent in witnessing for the Kingdom.

Everyone sharing in this magazine work should make out a regular Publisher's Field Service Report every time he is out in the service. On the new form, copy of which is furnished with this *Informant*, is provided a space where the magazine publisher will report the number of individual magazines placed. It does not make any difference whether *Watchtower* or *Consolation;* what the Society would like to know in this report is the number of individual magazines distributed due to this new work. The Society also requests that each company keep track of the new *Watchtower* and *Consolation* subscriptions, that is, new subscriptions taken for a year or six months.

In your monthly report to the zone servant and Society, divide the space under the heading "New *Watchtower* and *Consolation* Subscriptions". On the left-hand side of this division put in the number of new subscriptions obtained, and on the right-hand side just write "Ind-Mag" and then fill in the number of individual magazines distributed by all publishers in the company. Whether a person be a magazine publisher or not, if he obtains a few copies of the magazines and uses them as sample copies in the regular work and places them, they may be reported on the Publisher's Field Service Report.

Beginning in February and continuing thereafter, every company should find an increase in publishers due to this new field of activity. The average of hours per publisher in the field should also be increased, because publishers taking individual territories around their home will now devote more time to that individual territory, as every week a distribution will have to be made of either *The Watchtower* or *Consolation* to those persons who are expecting the publishers to call with it.

Publishers should always have in mind the standard rate: that the magazine is 5c a copy, and this 5c should always be obtained when distributed each week on your route or on street corners or placed in regular distribution in the witness work. The only time that publishers should not receive a nickel is when a sample copy is left with someone whom you are trying to interest in becoming a regular magazine obtainer on your route.

The time counted and reported on your Publisher's Field Service Report begins from the time you make your first delivery until you make your last, if you are making them consecutively each day, plus the required amount of time it takes you to go to and from your route; this time not to exceed one hour. The same is true when magazine publishers are distributing in railroad stations and other points. Their hours can be counted from the time they "take their position" until they leave, plus the amount of time it takes them to get to and from their position, this not exceeding one hour.

Those regular publishers for the Kingdom who take up the magazine publisher's work will also find their back-calls will be increased, because many of these individuals on whom you call regularly will want you to come back from time to time with new series of recordings, resulting in your starting model studies and also leaving new literature, all of which can be called back-calls. However, the distribution of the magazines each week from home to home cannot be termed a back-call.

Each company organization should stress this work to the publishers of the Kingdom so that the magazines published by the Society may have their proper place in the homes of all persons of good will.

Pioneers will also play a very important part in this work, particularly those who are located in company territory. These can very easily build up routes. Pioneers who are working in territory not under company jurisdiction and will remain in a large city for several months can build up a route with these magazines, and when the time comes for them to leave the territory, the pioneers can point out to these interested persons the importance of subscribing and then send in the new subscriptions. New companies can be organized either by the pioneer or by the zone servant later where these newly interested persons are reading the magazines regularly. Pioneers will be supplied a definite quantity of each issue. If

(*Continued on page 3, column 3*)

Have You a *Watchtower* and *Consolation* Magazine Route?

INFORMANT

FEBRUARY, 1940 "My heart shall rejoice in thy salvation."—Ps. 13: 5. BROOKLYN, N. Y.

"Salvation" Testimony Period

Increase Publishers, Hours, and Back-Calls

Offer *Salvation* and *Government and Peace*

The brethren everywhere will rejoice in knowing that early reports indicate that in January we were able to place more bound books than during any previous month. This very excellent work was accomplished in the midst of the worst winter weather in years; thus showing that nothing can stop the "locusts" from carrying on their work. Enthused by this knowledge, the brethren should go out with renewed zeal and vigor, determined to put in many more hours in the field and make many more back-calls, beginning at once with the February "SALVATION" Testimony Period.

Brother Rutherford, in his encouraging letter of January 20, points out that we here in America have "increased opportunities", while the reverse is true in many other countries. To take advantage of these increasing opportunities, we must INCREASE our time in the field and the number of back-calls we make. This is something for all of us to consider seriously, beginning with "SALVATION" Testimony Period.

Our offer from door to door during the "SALVATION" Testimony Period is the book *Salvation* and the booklet *Government and Peace*, on a contribution of 25c. Where there is good interest the offer should be increased to include either *Enemies* or *Riches*, or both, and arrangements should be made to place such person's name on your magazine distributor's route as well as on your back-call list. Where the people cannot take the original offer, then place *Government and Peace* and two other booklets on contribution of 10c; and if they are unable to contribute that much, leave *Government and Peace* booklet with them for whatever they can contribute. Where people cannot contribute, but will read, you can leave with them free the booklet *Government and Peace*. With everyone you call upon you should at least leave a copy of *Kingdom News* or the *Salvation* folder. In other words, get everybody you can better acquainted with the Kingdom work; for the Kingdom is the only hope of the world.

Always Place Books

We hope that the January campaign has deeply impressed upon all of us the necessity of placing the books in the hands of the people and not letting them accumulate on the shelves of the stockroom. Literature will do no good lying on the shelves. We must get the books into the hands of the people as quickly as possible; and that was the reason for making the special offer of three books on a contribution of 35c. From now on the publishers should get well stocked with books and take a good assortment with them into the field, so as to be able to place them with the people of good will they continually meet. In all back-calls take along a good assortment of books and booklets; for it has been clearly demonstrated that it is through the medium of back-calls that most of the older publications are placed. Each car group should always carry an extra supply of literature in addition to whatever campaign literature may be offered at the time.

(*Continued on page 2, column 3*)

Magazine Distribution Work

Thousands of New Orders Pouring In

Are You a Magazine Publisher Too?

February 1 ushers in what promises to be the biggest and most enjoyable campaign in which we have ever engaged; for this is not of a week's or a month's duration, but will continue indefinitely, and is a permanent addition to our work of advertising THE THEOCRACY, and as the campaign progresses it will grow in magnitude until every Kingdom publisher will be doing his share therein.

Arrange Your Route

Before February 1 many of the publishers have arranged their routes from their list of interested persons in their individually held territory, and they will begin calling on these immediately with February 1 issue of *The Watchtower* and February 7 issue of *Consolation*. We wish to especially emphasize the establishing of a route for magazine distribution in the territory held by the publisher, for it will be those people who obtain the magazines at their homes that are apt to take them regularly. Ask the back-call servant for all back-calls in your territory (and perhaps in the adjoining territory, if it is not now assigned and has not been covered for some time) and call on these people—all of them are good prospects for the two magazines, or at least one. Many of these may already be taking one of the magazines as subscribers and may either subscribe for the other one or agree to have you bring it regularly. Some may have subscribed for either or both of the magazines and allowed their subscriptions to lapse because they did not have the dollar to resubscribe, and these will doubtless be pleased to have you bring the magazines to them direct and contribute five cents per copy. SO GET YOUR ROUTE STARTED AND HELP FEED THE SHEEP THEREIN.

Back-Calls

Your back-calls should materially increase with this new work. Those who show interest and who wish to discuss the truth with you should be called on with the series of records, and model studies started with them if possible. Have in mind the new quota of three back-calls per week, which Brother Rutherford has called to our attention in his letter of January 20, 1940, addressed "To THE PUBLISHERS OF THE THEOCRACY". By meeting these people of good will in our territory each week, the opportunity of calling back on them is practically thrust upon us; don't lose it.

Magazine Bags

The Society will supply for the magazine publishers a cloth bag which will serve both to keep the magazines clean and to identify the publisher, as the names THE WATCHTOWER and CONSOLATION will be prominently displayed thereon. The bags will hold a good supply of *The Watchtower* and *Consolation*. They will be furnished at fifteen cents each, or seven to one address for one dollar, remittance with order. Company servants should order for those wishing to use them.

Do not mar the magazines or handle them unnecessarily; be sure that they are clean when placed. Nor should you write or stamp the local headquarters on either *The*

(*Continued on page 2, column 4*)

Brother Rutherford Writes to Publishers

Back-Calls Brought Forcefully to the Fore

Those in America Have Much to Do

A few days ago Brother Rutherford's letter of January 20 "To THE PUBLISHERS OF THE THEOCRACY" was forwarded to all companies. This letter should be carefully read and studied at the next four service meetings, in order to get the import and force of the message it has for each publisher in the company.

The letter graphically depicts the manner in which the work is closing down throughout the earth, and the great privileges afforded the people on the American continent at the present time to have a part in the service. It emphasizes the importance of the back-call work and the fact that each publisher should make three back-calls a week, or 12 back-calls a month.

These points are to be carefully considered and plans made to get and maintain at least three back-calls each week.

While the enemy is regimenting all of those in sympathy with the Devil's organization under the totalitarian state, it is gratifying and thrilling to note the consistency with which those associated with Jehovah's Theocratic Government continue to push the battle to the gate.

For the fiscal year, to January 1, the number of company publishers participating in the service: October, 42,436; November, 41,146; and December, 42,020. In years gone by it was the idea that because of weather conditions and the "Christmas" holidays, and other excuses, the Lord's people were not expected to do any witnessing during the month of December, and, in fact, a large percentage of them figured that they were not required to do much of anything during the entire winter. Those days, however, are gone for ever. That was really religion manifesting itself among the Lord's people. Those who are looking to the Lord today are thrilled with the vision of the Kingdom and with their privilege of having some part in the service, and they go into the field regularly, rain or shine, every week and every month.

The hours in the field have kept up fairly well; still there is a tendency toward a decrease in this respect, which should not exist. In October the average number of hours per publisher was 19.1; in November, 15.4; and in December, 14.5. This should be watched by each individual, each company servant and other brethren in the organization, and each zone servant, and see if this trend can be turned definitely upward rather than downward.

The average number of back-calls still continued at 2.1. Brother Rutherford's letter calls attention to the new quota for back-calls for the year 1940. Instead of 2.1 for the month, it should be running 12.1. Each publisher should definitely set this quota and see what can be done to attain it. The year 1940 offers the greatest privileges and the greatest prospects of any year to date, and undoubtedly those who are truly for The THEOCRACY are going to rejoice in taking advantage of every opportunity.

COMPANY PUBLISHERS' FIELD REPORT

	Last Year			This Year		
	Company Pub'rs	Av. Hrs	Av. B-C	Co. Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	42,436	19.1	2.3
Nov.	25,863	10.9	2.4	41,146	15.4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	?	?	?
Feb.	29,599	14.4	3.0	?	?	?

55 Nations Report on "Theocracy" Period

Tremendous Increase in Number of Publishers

Back-Calls Doing Marvelous Work

It is a joy to report the first month's activity for the new fiscal year, which began with the "Theocracy" Testimony Period. Without question, Jehovah is directing His organization. This is proved by the *fact that 73,469 publishers reported*, and spent 1,861,543 hours in the field. These publishers delighted in making 209,106 back-calls. These are three things over which the publishers of the Kingdom have control, and they took advantage of it; namely, *they saw to it that they were in the field serving the Theocracy*; they put in time; and they made back-calls. The results accomplished by doing this work are set out below in the complete report compared with the corresponding Testimony Period in the previous year, which is very gratifying:

	"Theocracy" Oct. 1939	"Jehovah's Battle" Oct. 1938
Books	338,618	207,634
Booklets	2,471,411	2,622,252
Total Literature	2,810,029	2,829,886
Pioneers	4,239	3,412
Auxiliaries		1,263
Company Publ'rs	69,230	53,442
TOTAL PUBL'RS	73,469	58,117
Hours	1,861,543	1,207,367
New Subscriptions	10,483	9,326
Sound Attendance	1,926,552	1,944,666
Back-Calls	209,106	99,132

After reading the above report everyone will surely want to have a definite part in the Kingdom work and will undoubtedly look forward to the "BATTLE SIEGE" Testimony Period, which begins the *Watchtower* Campaign, and at which time another world-wide report will be compiled.

"Battle Siege" Period

Due to its importance and the need for proper advance preparation, the "BATTLE SIEGE" Testimony Period and its offer are announced at this time. The period will begin with March 23, the date for celebrating the Memorial, and will usher in a three-month world-wide campaign for new *Watchtower* subscriptions.

The results of the *Watchtower* Campaign last year are very gratifying, over 120,000 new names being added to the subscription list. With the splendid increase in publishers which has taken place doubtless we shall far surpass that figure in the coming campaign. To do this, each one must make necessary preparation well in advance, in order to go forward the day the campaign starts, March 23, having sufficient copies of *The Watchtower* for use in the field (increase the distributor's order so as to have extra sample copies), also subscription blanks, introductory phonograph record "Instruction" (P-154), etc. *Don't* wait until the campaign begins, but prepare now.

While complete details will be given in the next *Informant*, note that the offer will be *The Watchtower* together with any bound book *and a self-covered booklet on a contribution of one dollar.*

Please Use Order Blanks and Fill Them Out Properly

It will be a great aid to the office in dispatching your orders promptly if pioneers and company servants will check their orders before mailing them and observe the following:

At the top of the order blank print the name of the company or pioneer plainly; never put a pioneer order and a company order on the same order blank, but use separate order blanks; fill in the complete address at which the shipment can be received, whether sent by freight, by express, or by mail; the same address should be used on all orders, except by pioneers moving from place to place. Wherever possible, orders should be shipped to the company servant's address; but if another address is more convenient, then that address should be used on all orders, as the Society makes out a stencil, which speeds up the work. If your address is different every time your order comes in, your stencil is of no value. Company servants should not give one address one time and a different address for the next order. If possible, the notifying address should be the same as the shipping address. If there is no freight station at your town, write on the order blank the location of the nearest freight station. All orders must be signed by the company servant or pioneer.

When writing orders, always show the quantity before the title. EXAMPLE: 60 Salvation. When large quantities of foreign literature are ordered, it would be appreciated if the company servant would use a separate order blank for each language. Company servants, stockkeepers and pioneers can assist the office greatly by properly filling out order blanks and following out the above instructions.

"Enemies" Record

Some publishers have reported that when going from door to door and running the "Snare and Racket" record people tell them they have heard it. It is advisable to carry with you more than one disc, particularly if the territory has been covered several times with a particular recording.

A good extra record to carry with you at this time is the "Enemies" record. Those publishers who are not supplied with this record can order through their company servant. The Society has a good supply of these on hand and can fill orders immediately. The "Enemies" record is P-113, P-114. Use the number when ordering.

Notice to Company Servants

Some of the brethren in the companies seem to have a misunderstanding of the method the Society employs in handling its accounts. From February 1 *on the Society will have two accounts* for the average company: one account is for magazine distributors, where *Watchtower* and *Consolation* other than subscriptions may be charged; the other account is the book and booklet account, where the books and booklets which are termed "campaign literature" may be charged. All other orders should be accompanied with remittance, or at least a partial remittance, as in the case of phonographs and records. The Society is willing to assist companies whose accounts are in fair condition but who are *unable to pay the entire amount* for phonographs and records in one payment, by accepting a down payment of approximately twenty-five percent of the cost of the phonographs and records and charging the balance to the company's account. Bookmarks, folders, subscriptions, Bibles, *Yearbooks*, calendars, *Model Study* booklets, musical records, phonograph parts, magazine bags, and supplies of that nature, should always be accompanied with a remittance to cover. These are not chargeable to any account.

Phonograph Repairs

When ordering phonograph repairs it is necessary to give this office the serial number of your phonograph. Slight changes have been made in the phonograph from time to time, and the only way we can know how to supply the proper part would be to have your serial number. Please note this when ordering repairs.

Model Study Booklet and Bookmarks

The *Model Study* No. 2 booklet is the latest provision the Lord has made, and in it he makes it possible for every publisher in the company to conduct model studies and aid the people of good will to see the issue and take their stand on the Lord's side. Each publisher should have with him a number of these booklets when he goes on a back-call or to conduct a model study. One never knows how a back-call is going to open up when one gets there, and it may be possible to develop that into an immediate model study if one has his equipment with him. Therefore, in addition to the series of records, a number of *Model Study* booklets in which the series is contained should also be on hand. This will be a definite aid to all publishers in getting their three back-calls a week, or 12 back-calls each month.

Bookmarks are something that should be used extensively by all companies, also. This is a definite aid to the people of good will who obtain literature, because it provides them with a permanent address of where the meetings are held, the time they are held, and how they may have their questions answered. Therefore the bookmark should be left with each placement of bound books (or of booklets, if you wish).

The Society had to print a second edition of the *Yearbook*. These are now available for any who have not received their supply. These should be mentioned on practically all back-calls and at model studies. The newly interested should be advised to obtain a copy of the *Yearbook* and see the magnitude of the work that the Lord is doing in the earth at the present time.

(*Continued from page 1, column 2*)

During "SALVATION" Testimony Period be prepared to offer in addition to the regular combination of *Salvation* and *Government and Peace* OTHER books and booklets.

How Many Publishers??

The publishers are available, but so far not all of them have gone out during any one month. If this is accomplished, we shall have many more than 50,000 publishers. Truly Brother Rutherford has pointed out that "the privilege of advertising THE THEOCRACY will soon be completed". Each publisher who believes this will let nothing interfere with his regular activity in the field. We hope there will be 50,000 publishers in the field during February. It can be done. Let each company strive to get out all its publishers in the field during this and every other month from now on.

Phonograph Work

With the interest of the people being more keenly aroused to our activities, especially now as we boldly carry on the new magazine work, the opportunities for using the phonograph will increase. People will want to learn more about the "strange work" Jehovah's witnesses are doing, and the best way we can tell them is by means of the recordings, the single and series records. In the door-to-door service, use the "Snare and Racket" record, or, if you have just covered the territory with that recording, use the "Enemies" record (P-113, P-114) or any other suitable recording.

The "SALVATION" Testimony Period ushers in the most extensive advertising campaign, and it is our privilege to participate therein.

(*Continued from page 1, column 4*)

Watchtower or *Consolation*. Instead it would be better to leave with the people, when these are placed, a copy of your *Salvation* folder or Public Meeting folder, properly stamped with name and address of the company.

Various methods may be used to advertise the magazine distribution. Some of the companies have done sidewalk witnessing with the booklets to good advantage and will find this experience beneficial in carrying on the magazine distribution in the business districts. One company had a table for the booklets and a phonograph, with a sign in front of the table identifying the work. Two publishers were assigned at 1 o'clock Saturday afternoon, two others relieving them at 3 o'clock, and so on until 9 p.m.

One publisher may carry an overhead placard advertising *The Watchtower* and *Consolation* on one side and perhaps on the other side a notation such as "Uncensored truth", "The Bible made clear," etc. Another publisher with him could have a good supply of the magazines, both, however, equipped with magazine bags. Saturday afternoons and evenings seem to be the best time for this type of work, as a great majority of the people are doing their shopping and can be found in the business districts. However, any evening, at the rush hour, would be good.

As you try out various methods and find them successful, let us hear from you, so we can pass the information along.

Organization

This is a new work to all of us, and we don't expect all of the companies or publishers to get thoroughly established at once; and so, until the publishers do know how many magazines they will use regularly, no doubt many will be running out and will be wanting more of the same issue. In order to get additional copies of a particular issue to the advertising servant as quickly as possible, he may order these from us at the rate of 40 copies for $1.00. Remittance must accompany the order unless the company has a magazine distributors' account, in which case they may be charged to the account. Rush orders should be marked on the envelope "Urgent, Magazine Desk", in lower left-hand corner.

New Publications

Government and Peace—Chinese, German, Portuguese. *Fascism or Freedom*—Japanese, Polish. *Warning*—Cinyanja, Hungarian, Polish, Xosa. *Safety*—Chishona, Malay, Sesuto. *Face the Facts*—Cinyanja. *What You Need*—Chishona. *Cause of Death*—Spanish. *His Vengeance*—Bohemian. *Supremacy*—French, Hungarian. *Model Study*—German. *Armageddon*—Sesuto. *Protection*—Ilocano.

IN STOCK: *Crusade Against Christianity*, in Polish.

DISCONTINUED: *Consolation* in French.

WILL NOT BE PUBLISHED: 1940 *Yearbook* in French.

Notice to All Kingdom Publishers

This article is to be cut out and pasted in back of the booklet *Advice for Kingdom Publishers*. Keep it as a permanent part of that advice.

Should you be convicted of violating an ordinance of a village, town, borough, city or any otherwise-named municipality, be sure to secure a "certified copy" of the ordinance of the municipality, which "certified copy" should be filed with the appeal papers or attached to the appeal papers. This instruction should be drawn to the attention of your attorney if you employ one, and should be followed without fail by you.

INFORMANT

MARCH, 1940 "My heart shall rejoice in thy salvation."—Ps. 13: 5. BROOKLYN, N. Y.

The "BATTLE SIEGE" Begins World-wide Campaign

"The Watchtower" Featured for Three Months

"Refugees," by Judge Rutherford, Released

Memorial First Day of Siege

It is with real joy that we look to the Memorial of 1940. JEHOVAH, through His Theocratic Government, arranges for the "BATTLE SIEGE" Testimony Period, and all of the anointed and their companions will join in this "BATTLE SIEGE" having in mind the vindication of Jehovah's name.

"Refugees"

The president of the Society has been blessed of the Lord in bringing forth the booklet *Refugees*, which will greatly aid the people of good will in taking their stand. *Refugees* is a new weapon of warfare for this "BATTLE SIEGE" Period which will expose religion and help people who love righteousness appreciate the Theocratic Government.

Ten million copies is the first printing of this new booklet, and those of The Theocracy should do great work in the advertising of that government through the booklet *Refugees*.

World-wide Campaign

Even though our brethren in the war-stricken territories are unable to put in as much time as they would like to or used to in the Kingdom interests, they are, nevertheless, working with the literature that is gotten to them through great difficulty. In the last *Informant* it was pointed out that in October, during the "Theocracy" Testimony Period, there were 73,469 publishers in the field. It is believed that during April, May, and June, this new peak of publishers will have gone up to 100,000, because the refugees will be seeking God's organization and taking their stand for the Kingdom and will assist in advertising The Theocracy.

It is hoped that in the United States 10,000 more publishers will join the great multitude that is now proclaiming the message. The factory has been working day and night and week-ends in order to provide large quantities of *Refugees* for England, South Africa, Australia, Canada, and the isles of the sea. Translations of *Refugees* have begun in many languages, and we hope that shortly these will be off the press. Everyone is pressing hard in the initial preparation for this, the greatest of all world-wide campaigns, the "BATTLE SIEGE" Testimony Period.

Time

The "Battle Siege" Testimony Period marks the spring campaign and the pressing of the siege against religion and all its allies. Because Memorial comes late in March, the spring world-wide *Watchtower* campaign will begin with that date, March 23. This falls on a Saturday, which should give almost everyone of the Theocratic Government an opportunity to be in the service that week-end, March 23 and 24, and continue thereafter for three months. The campaign includes the "BATTLE SIEGE" Testimony Period, in April, and closes with "Locust Army" Testimony Period, in June. What a warfare for those in the Theocratic Government!

The Offer

The most important publication that the Lord has given us today is *The Watchtower*. We learned last year, beginning with the campaign in January, that thousands of people were anxious to read this magazine regularly. The special offer this year will be the *Watchtower* magazine with any book, particularly *Salvation*, *Enemies*, or *Riches*, and the booklet *Refugees*, all on the contribution of one dollar, which is the amount usually received for *The Watchtower* alone. This means that the people will get the *Watchtower* magazine for twelve months, twenty-four issues, and, besides, will receive free a clothbound book of their choice and the new booklet *Refugees*.

If in our regular door-to-door witnessing or back-calls people do not feel inclined to take the *Watchtower* offer immediately, then present one book and a copy of *Refugees* on a contribution of 25c. If this is not accepted, then offer three booklets on a contribution of 10c, including *Refugees*. Wherever the people are really interested in the Kingdom and show the spirit of good will, but are too poor to make the regular contribution, leave them *Refugees* free, or for a penny. When you do this, tell the people you will call back a little later with some more of the records and publications of the Society, and really help them to find the way to life.

This special offer of a bound book and a self-covered booklet free with a year's subscription for *The Watchtower* applies in all languages in which *The Watchtower* is published. Have in mind that the regular yearly subscription rate of the magazine is asked for and they receive free a book and a booklet in their language.

Campaign Will Help "Watchtower" Routes

The magazine publishers who began the new work of distributing *The Watchtower* and *Consolation* February 1 will find that the *Watchtower* campaign beginning March 23 will help them increase the number of *Watchtowers* needed in their routes. This will be an excellent opportunity for all the publishers of the Kingdom to begin routes in their territory, because the publishers will be talking *Watchtower* at every door they go to. If the people say they do not want *The Watchtower* for a year, or cannot afford it, but would like to read it, then tell them that the provision is made for delivering the *Watchtower* magazine the first and fifteenth of every month at five cents a copy and that if they cannot at the moment take advantage of the special offer of a book and booklet with the magazine, then you can place the book later when making regular deliveries. The *Watchtower* routes should be greatly increased during April, May, and June of this year.

Quota

All will remember with what excellent success the *Watchtower* campaign of 1939 went over, when we had approximately 30,000 publishers in the field. Now we have well over 40,000, and look to 50,000 soon; so the quota in new subscriptions should equal that of last year's four-month campaign. It is expected that, beginning with the "BATTLE SIEGE" Testimony Period and ending with "Locust Army" Testimony Period, 100,000 new *Watchtower* subscriptions, in all languages, throughout the world, will be obtained. Additionally, 1,000,000 bound books, in all languages, and 12,000,000 booklets, particularly *Refugees*.

How can this quota be reached? Brother Rutherford, in his letter of January 20, said that the brethren in America should take advantage of the freedom we now have. He pointed out how our brethren in other lands have been working against great odds. Will the greatest portion of this quota be made up in the United States by the publishers here? It can be, if every one of the publishers diligently strives to put in his sixty hours a month and makes his twelve back-calls. If we each strive to attain to this high mark of serving the Theocratic Government, then this quota suggested by the Society for the world-wide report can easily be reached.

See how simple it is: One *Watchtower* subscription per month for each publisher. That would mean, in the United States alone, well over 120,000 new *Watchtower* subscriptions. We should easily have these 100,000 NEW *Watchtower* subscriptions, in addition to many thousands that will be added to the routes which all the publishers will be building up by that time.

As to the books, one million copies would mean about seven a month per publisher if the United States were taking on the whole burden of 350,000 bound books per month.

As to the booklets, twelve million being the quota for the world, the 50,000 publishers in the United States would have to place 80 booklets a

(Continued on page 4, column 2)

Why Not 52,495 Publishers in March?

Possibilities for Many More!

Brother Rutherford's letter of January 20, "To the Publishers of The Theocracy," provided food for serious thought for all companies and for each publisher. It seems profitable also to consider this letter from the standpoint of the country as a whole.

Checking over the reports of the company publishers in the United States, it is found that there are 73,156 persons who are associated with the organization, and only 36,323 are actively engaged in the field service. This is less than fifty percent of those associated! In addition, there are 16,172 irregular publishers, that is, publishers who are not dependable and do not get out regularly in the field. There was a peak of 46,307 publishers in the field during the past three months; that is, this number were in the field service at least once.

As we consider the figures above shown the force of Brother Rutherford's further remarks is brought home to us, which is: "There must be a lack of appreciation on the part of some. Everyone who is consecrated to Jehovah, and who appreciates THE THEOCRACY, should now be an active publisher, bending his effort to bear witness to others. Those who fail to do this fail to meet their obligations and miss many joys." Please note that if all the regular active publishers and the 16,172 irregular publishers went out in March there would be 52,495 reporting in one month. Why can't it be done?

Each company should check its local figures and see to what extent it is contributing toward this delinquency as a company and see what can be done to reduce this gap.

Each individual should examine himself and see whether he is a regular publisher and meeting his obligations and experiencing the joys that may be his. The attainment of 50,000 publishers reporting in one month is easy if all those associated with the companies, the 73,156, begin service in March.

How Many Magazine Routes Have You Under Way?

Has Your Company Ordered a Good Supply of Magazines?

Watchtower Campaign Will Speed Up Route Arrangements

The much wider distribution of the *Watchtower* and *Consolation* magazines which began February 1 has started Jehovah's witnesses and their companions on the most far-reaching campaign in which they have ever been privileged to participate. This magazine work will gain added impetus and tie in with the three-month world-wide campaign for new *Watchtower* subscriptions which begins March 23, the date for celebrating the Memorial. It is expected that by Memorial time all publishers will have engaged to some definite extent in this magazine work, either in developing a route or in street corner distribution.

This wide distribution of the *Watchtower* and *Consolation* magazines will go a long way toward bringing out into the open the "sheep" and "goat" classes, as well as proving the faith and integrity of the servants of the Lord. Since 1920 to September 30, 1939, there has been distributed throughout the world the stupendous total of 309,484,991 books and booklets. During the January campaign just ended over 500,000 bound books alone were placed. Millions of people have our literature, and a large number of them have yet to seriously look into it. One of our big tasks is to awaken the people to the necessity of reading our publications, and this *Watchtower* and *Consolation* magazine distribution will greatly aid in this respect; for it will most forcibly draw the attention of the people to Jehovah's witnesses and their part in the "strange work" of advertising the Theocratic Government. So many people have told us in just so many words, if not by their actions, that what we have just told them about the Kingdom message is all very good and that they have two or three or more of our publications and they have all the intentions in the world to read them, but after we leave them their interest dies out and they permit the cares and duties of life to so envelop them that they "forget" to read. Even though the witnesses come to their doors four to six times a year, this is still insufficient to get them to really read. Such people, and there are many, many thousands of them, must be reminded often in order to get them to study and from there become interested enough to want model studies in their homes and eventually become fully associated with the company. The magazine work, by means of regular routes and street corner distribution, is just the thing to arouse these people to action. Not only will they take and read the magazines, but they will also look into the other publications, all of which is necessary for them if they are to come from under Satan's organization to Jehovah's Theocratic Government.

Distribution Has Large Potentialities

The *Watchtower* and *Consolation* distribution work has just started and is but on a small scale as yet. Just to what extent this distribution can be increased is clearly illustrated by the work that was done in Germany in 1932 with the *Golden Age* magazine. With a peak of less than 15,000 publishers the brethren in Germany were distributing 440,000 copies of each issue of *The Golden Age*, most of which were placed by means of the route method. With already 45,200 publishers (including pioneers) reporting in October, or more than three times as many publishers in the field here in the United States, it is possible for us to increase the distribution of *The Watchtower* and *Consolation* to at least 500,000 copies of each issue. But, to do this, it will mean that each publisher will have to be continually on the alert to develop the magazine route in his individual territory and, as opportunity affords, get out on the street corners in the busy sections of the town whenever he can, and especially on Saturday afternoons and evenings.

This wide distribution of the magazines will open the way toward getting in direct touch with the people of good will who have their permanent addresses in hotels and private or exclusive apartments, which residents up to the present time have been practically inaccessible to the publishers. A case of this kind very much to the point has just come to our attention. A person living in a hotel writes the Society, in part, as follows, in letter dated February 3: "Not more than yesterday, your magazine, *Consolation*, dated January 24, 1940, came to my attention, and in looking over the same I find it is a mighty fine little magazine, and it deals with interesting facts. I have already read it to a friend of mine and he, also, proclaims it as such, too. It is too bad that this little magazine has not more publicity. It should be distributed more among workers, so they could become acquainted with what is going on." He then orders 14 books and also subscribes for *Consolation* for one year. He additionally states, "I assure you that I will loan these books to whoever I think will be interested, and I will not be a bit surprised if they order *Consolation* by the year, too." For the benefit of persons similarly situated and for the welfare of all people of good will everywhere, we are determined that it can no longer be said, "It is too bad that this little magazine has not more publicity"; for from now on the *Watchtower* and *Consolation* distribution will increase to such an extent that almost everyone will know of these two magazines and that religion is the biggest of all rackets.

Organize Regular Routes

As it was successfully carried on in Germany, magazine routes must be organized in every territory and these must be served regularly without fail. Start a route even if there are only two or three persons at first. Serve these promptly and regularly, getting the magazines to them as quickly as you receive them. All people in your territory on whom you are now making back-calls or with whom you are having model studies, and who are not yet subscribers for both *The Watchtower* and *Consolation*, should be on your magazine route—you will find that they will be only too glad to take advantage of this service. Another thing, don't be satisfied to leave regularly either *The Watchtower* or *Consolation* with the people; encourage them to take ***both*** magazines regularly. All people very much need both magazines, as well as the other helps the Society continually supplies.

As far as possible, it would be well for the children and those who for any physical or other reason are unable to witness much from door to door to carry on this magazine route. This work must be carried on efficiently, and if a magazine publisher becomes careless or indifferent or can no longer do his job, then the one in charge of the magazine work (the advertising servant) should promptly arrange for a zealous publisher to take over the route. Routes should continually be on the increase, and this despite the opposition that is bound to arise.

Street Corner Distribution

This should prove to be the most interesting feature of the magazine distribution work. Care should be taken to see that every busy intersection is properly covered with magazine publishers. In every town or city schedule as many magazine publishers on the street corners as possible and at different times of the day. Also, with a number of publishers simultaneously on street corners and before railroad terminals, etc., it will greatly attract the attention of the passers-by. As has been demonstrated with the information marches, by the time the last march has gone by even the most blasé have taken a folder; so, by the time the people have passed by the last magazine publisher, they will have, at the very least, been impressed that there is a magazine like *The Watchtower* or *Consolation* and that it is evidently backed up by a big and growing organization. This will all tend to awaken their curiosity, and when the publishers come to their doors in the regular witness work they will be found anxious to investigate further. It is therefore now advisable for all publishers, when witnessing from door to door, to carry along with them at least one or two copies of both *The Watchtower* and *Consolation*, so as to leave them with the people who show more than the ordinary interest. From now on there will be a demand for the *Watchtower* and *Consolation* magazines by the public, especially in all the territories where the route and street corner distribution is carried on on a large scale.

While on the street corners, the publishers should point out to the people passing by that the magazine they are offering "Exposes the religious racket", "Publishes facts no other magazine dares to print," is "Free of advertising", and that "*The Watchtower* explains The Theocratic Government". The magazine publisher should cry out some such brief statements so as to arouse the interest of the people, and not merely stand on the corners offering the magazine at 5c a copy. By boldly advertising the high points and articles of the magazine, the publisher creates a more than ordinary interest in the magazine. We want people to know what we have; and the only way they can find out is for us to "tell" them.

It has already been demonstrated that it is well for the magazine publishers at street corners, and on routes, to have along with them a *Salvation* book, some booklets, *Kingdom News*, and folders containing the address of the local Kingdom hall of the company. Let each one be so supplied in order to properly satisfy the inquiry and interest of the people who ask for information about the WATCHTOWER work, whether such people take a magazine or not. Do not enter into long discussions with the people while distributing magazines on the street corners. Neither are the magazine publishers to openly offer the other publications (books and booklets); for their specified job is to distribute the magazines, and these other publications are on hand only for the purpose of caring for additional interest when inquiry is made.

Magazine Bags

The Society has magazine bags available now and is filling orders for them. They are very appropriate for this work, for use in routes and in street corner distribution. The bag has printed on both sides in two colors very attractive lettering. When you are distributing the *Watchtower* magazine primarily, that being the issue of the week, then you can display the side of the bag saying, "The WATCHTOWER explains The Theocratic Government. 5¢ per copy." The reverse side of the bag can be used during the week that the *Consolation* magazine is stressed. This reads, "The WATCHTOWER and CONSOLATION, 5¢ per copy." The word "Watchtower" has almost become a household word, and tying the *Consolation* magazine in with *The Watchtower* will arouse much interest in the *Consolation* magazine as well as *The Watchtower*. In both instances the "5¢" is made prominent, which will show the people the price of the magazines and thus will aid in the distribution. Many will spend the nickel on curiosity and in this way may eventually obtain the truth.

The bags are 15 cents each; seven for one dollar, when mailed to one address. Remittance must accompany the order; they will not be charged to account. Magazine publishers should order these bags through the company servant. Each company should find out how many bags they need, and order them.

Your Back-Call File

We frequently receive inquiries from companies for the names of *Watchtower* and *Consolation* subscribers in the territory they hold.

The Society is not in position to supply this information now, and it should not be necessary. If the names sent to the company last year have been properly filed and the back-call names from that date up to the present have been properly taken care of, each company should have an up-to-date file containing all these names. We send you each month the names of those who do not renew their subscriptions. These may be called upon, and if there is no real interest manifested your files might be adjusted by removing such names. The names of any who manifest interest and renew their subscription should, of course, be kept on file.

Company Publishers' Field Report

	LAST YEAR			THIS YEAR		
	Company Pub'rs	Av. Hrs	Av. B-C	Company Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	42,436	19.1	2.3
Nov.	25,863	10.9	2.4	41,146	15.4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	37,475	15.2	3.7
Feb.	29,599	14.4	3.0	?	?	?
March	31,729	15.2	2.9	?	?	?

"Back-Calls and Model Studies"

Follow Up Expired Subscriptions When Mailed to You

Calendar Pad Instructions for March

The Calendar pad, for March, calls our attention to both the back-calls and the model studies and the scripture "Visit the fatherless and widows". The two are directly related, for our commission from Jehovah is to "comfort all that mourn; . . . to give unto them beauty for ashes, the oil of joy for mourning, the garment of praise for the spirit of heaviness; . . . that [Jehovah] might be glorified" (Isaiah 61); and this comforting work must be done by continually calling and back-calling on those of good will.

In the 'widow' organization of "Christendom", which claims God as its Husband and Head, but which God has rejected and turned away from Him, are sincere persons to whom the word 'widow' might rightfully apply. Having been misled by their false shepherds, they mourn and are in great affliction and cry because of the abominations that are done in "Christendom". These of good will in such organization of the Devil are "fatherless" because they are ignorant of God's provision of salvation, and are suffering affliction even as the "fatherless".

It is, as Brother Rutherford points out in his letters of January 1, 1939, and January 20, 1940, our privilege, obligation and joy to be used by the Lord in informing the people of the "complete change from wicked rule to righteousness" and that "those who fail to do this fail to meet their obligations and miss many joys". Many have thought that they were fulfilling their commission by merely placing the literature in the hands of the people. But experience has shown that many people take the literature because they think it is so reasonably priced, or because they think it is "helping some religion along", or to salve their conscience, and they do not appreciate the fact that the books contain information that, if properly acted upon, will result in their salvation and without which they may suffer destruction. This fact must be impressed upon them; and, as Brother Rutherford further points out, "back-calls are one of the best means of informing those who are somewhat interested of their privileges and the necessity of service."

All Publishers Can Make Back-Calls

Brother Rutherford's letter of this January sets a new quota for the publishers of The Theocracy, namely, three back-calls per week, or twelve per month. If it took special training to do this work, then this quota would be burdensome; but anyone can make back-calls who engages in the regular door-to-door service and who appreciates the Kingdom and is anxious to advance the interests thereof. On an initial back-call a publisher should take with him his phonograph and records and play for the person one or more records. He should have sample *Watchtower* and *Consolation*, for calling attention to these magazines, and folder with the company address and time of meetings, and, of course, the necessary books and booklets. At this back-call he should endeavor to arrange to call back later, at which time a model study could be started. The difference between engaging in the regular field witnessing and doing back-call work is that, in the latter case, the person already has some knowledge of the Kingdom or is expecting you. You are not calling there merely to place additional literature, but your primary purpose is to stimulate his interest in the Kingdom and show him his privilege of also saying "Come".

Model Studies Necessary

As with back-calls, so likewise any publisher can conduct model studies. The equipment necessary for this work is your phonograph with one of the series of recorded lectures, and its companion booklet and the *Model Study* booklet. You should have sufficient *Model Study* booklets and several Bibles with you, so that all can have a part in the study. It is in the model study that the proper groundwork is laid for one's becoming a publisher; for the fundamental truths so necessary to a proper appreciation of one's relationship to the Creator and to His Theocracy and the necessity of shunning religion are there clearly set forth, and the scriptures bearing on each point under discussion are read and applied for the satisfaction of the inquiring one.

Start Your Own Model Study

A very small percentage of the publishers have engaged in the model study work in the past, and, as a result, the work has not progressed as it should. Where this work has been taken up enthusiastically the Kingdom interests have advanced, to the Lord's glory. Every publisher who makes back-calls, as well as those who have not previously done so, should enter into this model study work with the conviction that it is a provision of the Lord and therefore to be seriously considered. Why not, in addition to setting the new quota of three back-calls a week for yourself, also determine to get at least one model study a week going in your territory? Brother Rutherford's letter urges all publishers of The Theocracy in this connection to advertise THE THEOCRACY "by devoting more hours to the field service and endeavoring to largely increase the number of back-calls and gather together groups of interested and show them how to conduct a model study".

Expiration Back-Calls

The Society is sending out a considerable number of *Watchtower* and *Consolation* expiration back-calls to the companies. These should be taken care of promptly and the people urged to again subscribe. As indicated on these slips, six colored-cover booklets may be left with such person, not associated with the organization, for whom you enter a year's subscription, and this may be reported as a back-call and as a new subscription. If preferred, a bound book may be left in place of the six booklets. These are all good prospects for model studies.

Co-operation

The companies should have all back-call names in proper order and should periodically call on all those for whom they have slips in the back-call files. Where a territory remains unassigned for a period of time, back-call slips should be turned over to someone to make the back-calls, so that the files may be kept up to date. Those companies whose files are up to date will be in position to notify these people by card of the Memorial celebration on March 23. Co-operation on the part of all publishers (including pioneers) is necessary in order to keep these files in proper order. Back-Call Follow-Up Reports should be turned in promptly on all back-calls and model studies, and when the territory is turned in all Back-Call Slips should likewise be turned in, so as to be available when the territory is again assigned. Some pioneers still persist in refusing or failing to report to the company the progress of their back-call work, and we urge these to consider carefully the "Organization Instructions" under the heading "Pioneers".

For the convenience of those who desire it, the Study Conductor's Report may be used in addition to the Back-Call Follow-Up Report in the matter of reporting model studies, in this way: ALWAYS turn in a Follow-Up Report for every model study (which is, of course, also a back-call); where a model study lasts a month or longer, a Study Conductor's Report should be turned in, filling in all information called for.

The King's Memorial of Joy

As announced by *The Watchtower*, the time for the yearly feast in celebration of Jehovah's name and to the sacrifice of the Lamb of God, Christ Jesus, is after 6 p.m. on Saturday, March 23. At that time, therefore, all companies and units of The Theocratic Government on earth will meet together for the purpose and will invite all persons of good will in their territory to attend, so these may become acquainted with the Lord's provisions as represented in the Memorial and the reality which it prefigures.

Service Announcements

It will be entirely in order for the one conducting the Memorial to point out to all attending the Memorial the great privilege that is now set before the anointed as well as their companions in sharing in the vindication of Jehovah's name; also to make announcements concerning the local service arrangements, the service meetings and *Watchtower* studies, and an invitation to take part in the "BATTLE SIEGE" Testimony Period with its special campaign.

Send In Attendance on Report Card

Each company or unit should show on the bottom of March report card to the Society and zone servant the total number attending the Memorial and the number who partook of the emblems. Pioneers who attend Memorial with companies should make no notation on their report cards; but where isolated pioneers meet together, one of them should make such notation. Use the following method: Memorial attendance ..... Number partaking ..... If your company attends the Memorial service of another company, then state on the bottom of your report card "In attendance with ..... company" (filling in name of company).

All who attend the Memorial should be able to obtain sufficient copies of the new booklet and such other supplies as are required to be properly equipped for the "BATTLE SIEGE" Testimony Period. The company stockkeeper, therefore, should see that *Refugees*, sample *Watchtower* copies, bound books, etc., are on hand.

Please note that you are to include on your March report card all work done during March, including your work from March 23 to 31, also the Memorial report.

Make Your Plans Now to Enjoy Pioneer Service

Already in response to the January *Informant*, for more pioneers in the spring, we have received a good number of applications for and inquiries about this very important work. The brethren who have not as yet written us about the full-time service, and who are seriously giving this matter thought, should write us about their plans as soon as possible, so that we can arrange to get them properly located by springtime.

We know that there are many companies who need and would welcome pioneers in their territory. In order that we can be certain to have all these on our list, we request the company servant or zone servant on his visit to each company wanting or needing pioneer assistance to write us to that effect and to state how many pioneers they need at one time for their territory. In addition to company territory, there is much open territory for pioneers; so no one need be afraid of not getting sufficient territory.

It is brethren who make the Kingdom interests their first interests in life that get ahead in the pioneer and company publisher service. It takes careful planning to make pioneer time; also, to reach the company publisher quota of 60 hours a month. Just how much this helps is illustrated by a letter received from two company publishers who stated, in substance, the following:

'They first were convinced in their own minds that the "60 hours a month" quota was the Lord's will and therefore could be accomplished, even though both were engaged in secular work. They then began to figure the best way to do His will. They decided to adopt a budget plan and to follow it regardless of any interference or opposition. They planned as follows: 7 hours every Sunday in general door-to-door work; 3 hours every Monday night with back-calls and model studies; 3 hours every Wednesday night in back-calling; and at least 3 hours Saturday evening. Total, 16 hours weekly; making 69 hours monthly. They do not always reach this mark, but the figure is set high as a mark toward which to aim.

'They hold an individual territory and have 55 names of interested persons on file. If there is a bad storm, they call back on these interested ones; hence it is not a hardship, no matter what the weather may be. They daily consult their schedule and try to keep ahead or at least abreast of it. When they do fall below par they put on steam and catch up even if it does mean missing a meal or getting less sleep. When the weather is fair, or on the Devil's holidays, they make up all the extra time possible to compensate for time missed because of sickness or some other cause. By making their quota of hours—and they have thus far averaged better than 60 hours a month—they have exceeded every other quota suggested by the Society: in books, booklets, subscriptions, and back-calls. Thus proving IT CAN BE DONE.

'They have signed up as magazine publishers, and look forward to February 1, when this new work begins.'

Isn't it easy to understand why these brethren succeeded? They planned carefully, and, having a true vision of the Kingdom, let nothing interfere with their plans. If each one will also take to heart the Kingdom interests the results will be proportionately greater, to the honor and praise of the Almighty Theocrat, Jehovah. Will you be a PIONEER by springtime?

All Bound-Book Records Shattered

January Results Nearly Double Previous Record

It is with the keenest of pleasure we announce the excellent results which were obtained during January, a month which witnessed the severest winter weather in years. Despite this and numerous other obstacles, the publishers of THE THEOCRACY in America placed the astounding total of 552,178 bound books and, besides, 578,507 booklets. This surpasses by 261,662 bound books the previous record month of December with the *Vindication* books, when at that time 290,516 books were distributed.

Some of the companies and pioneers fairly outdid themselves during this campaign. A number of company publishers placed as high as 100 to 300 books, and there were a good many companies that averaged from 20 to as high as 45 books per publisher. The Lord certainly richly blessed every publisher who earnestly engaged in this book campaign, as these results so clearly indicate.

A very interesting fact driven home during this campaign was the great importance of having back-calls available for all kinds of weather and for special offers. The weather was so extreme everywhere that most of the publishers could stand but a few hours of door-to-door witnessing; they were therefore forced to devote much of their time to making back-calls, and it was by means of these back-calls that most of the books were placed. The number of back-calls made in January by the companies was 140,173, which is a good average of 3.7 back-calls per month per publisher. This is an encouraging start in the right direction of three back-calls per week per publisher.

One reason why there were not many more publishers in the field during January was that not all the publishers had back-calls to make or some failed to take advantage of the back-calls available. There were only 40,278 publishers out during January, which is 4,922 publishers under our peak of 45,200 in October. We hope that from now on all the publishers will take to heart Brother Rutherford's timely admonition for many more back-calls and thus make it easily possible for all publishers to engage in the witness work some time during every month, regardless of weather or other conditions.

Let us now take the fullest advantage of the books placed during January by getting the people to read them. This we can best do by calling back on them, and by pressing the distribution of the *Watchtower* and *Consolation* magazines.

Foreign-Language Subs. for *Watchtower* Campaign

Those companies that have Distributors' Copies accounts can get any number of foreign-language *Watchtowers* they desire and have them charged to their accounts. Other companies requiring any sample copies in foreign languages will remit with their orders at the retail rate. The only way to get distributor rates is to have an account opened, by ordering ten or more of *The Watchtower* or *Consolation* of every issue published. We recommend that the brethren in the United States obtain *Watchtower* subscriptions in the following languages only (because of difficulties in other countries):

Language	*Published*	*Yearly Sub. Rate*	*Dist. Per Copy*	*Public Per Copy*
English	SM	$1.00	.02½	.05
Greek	SM	1.00	.02½	.05
Italian	M	1.00	.05	.10
Polish	SM	1.00	.02½	.05
Russian	M	1.00	.05	.10
Slovak	M	1.00	.05	.10
Spanish	M	1.00	.05	.10
Ukrainian	M	1.00	.05	.10

SM: Semimonthly, dated the first and the fifteenth.
M: Monthly, dated the first.

The following does not affect the *Watchtower* campaign, but has to do with your *Consolation* routes. The Society can furnish *Consolation* in foreign languages for routes or street corner distribution as follows:

Language	*Published*	*Yearly Sub. Rate*	*Dist. Per Copy*	*Public Per Copy*
English	BW	$1.00	.02½	.05
Greek	M	.75	.04	.07
Spanish	M	.75	.04	.07
Ukrainian	M	1.00	.05	.10

BW: Biweekly, every other Wednesday.
M: Monthly, dated the first.

New Publications

Enemies—Cinyanja, Yoruba.
Refugees—English.
Government and Peace—Finnish, Norwegian, Swedish, Ukrainian.
Protection—Bicolano.

OUT OF STOCK:
The Harp of God—Spanish.

TEMPORARILY OUT OF STOCK:
The Harp of God—English.
Deliverance—English.
Reconciliation—English.
Light 2—English.

Notice to All Kingdom Publishers

Some publishers write to the Society concerning threats of arrest for work of distributing *Consolation* and *Watchtower* magazines, and wanting to know if the authorities have the right to interfere. This is to advise that no official or other person has the right, under the guise of any kind of ordinance or law, to interfere, because (1) this work is commanded by Almighty God, Jehovah, to be done thus, and no man has authority to interfere; and (2) the United States Supreme Court's protection to distribution of the books and booklets, as expressed in the case of *Schneider* vs. *Irvington*, 308 U. S. 147, 60 S. Ct. R. 146, likewise extends to distribution on the streets and from house to house of the *Consolation* and *Watchtower* magazines. If arrested for doing this work, report to the Society's office and prepare to defend yourself in line with booklet *Advice for Kingdom Publishers*.

With This *Informant*

The Society is sending along with this *Informant* twelve Remittance Forms and twelve Magazine Distributors' Blanks, which will last you for six months at least. Use these forms in making remittances and ordering your distributors' copies, and please fill them out accurately. Do not write on the reverse side. We appreciate your co-operation.

(*Continued from page 1, column 4*)

month if they carried the whole load. That's something each publisher can strive for; but even if they don't make it, this world-wide quota will be reached, because the brethren in Canada, England, Australia, South Africa, and in war-torn Europe, and elsewhere, are all going to do their share of distributing the literature; but with the greater responsibility placed upon us here in America, and the opportunity of freedom, we can try, can't we? It is a big quota to accomplish in three months, but when the Lord's people carry on a siege as they are going to do March 23 and thereafter, a tremendous amount of work can be accomplished. Let's prepare now!

"Refugees" New Booklet by Judge Rutherford

First Printing, 10,000,000

Released March 23

Here's the way the new booklet opens up:

"Why are there so many people fleeing from their homes, and hunting in vain for a place of security? In 'most all the nations multitudes have been driven from their native land, and are wandering aimlessly throughout the earth. 'Most all people now seem to be in fear of losing everything they have. What are we coming to?"

Just those few lines from the first page of this new booklet will certainly arouse interest. The front cover itself shows these refugees from every nation, kindred and tongue on the highway—one road will lead them to destruction, and another to life. It is the great privilege now of Jehovah's witnesses and companions to show these people the proper way, and only way to life; therefore this 64-page, self-covered booklet should be placed in every home where the people will promise to read it. The first printing is ten million copies, and already millions of them have been sent to foreign lands where they will be distributed, and millions more are being printed for the publishers of THE THEOCRACY in the United States. Place just as many of these new booklets as you possibly can in the hands of the people. You will enjoy this booklet yourself; read it carefully and take it with you on all back-calls. Jehovah richly blessed Brother Rutherford in the preparation of the booklet, and great is our joy that we have the opportunity of distributing it now to the refugees.

You can have a booklet immediately on a contribution of 5c. Read it and be prepared for the wide distribution beginning March 23.

Consignments of "Refugees"

The Society is preparing a consignment of booklets for each company. The consignment that it is making will probably only keep the company publishers going for the first month of the campaign, because it is impossible, prior to March 23, for the factory at Brooklyn to produce all the *Refugees* booklets that will be needed for the entire three months and longer. In making the consignments the Society will charge the companies at a lower rate than usual for the self-covered booklets. The pioneers also receive a special rate; and this special rate to companies and pioneers will remain in effect until the end of June. Thereafter the booklets will revert to the regular charge made companies and pioneers for self-covered booklets; therefore the companies disposing of their consignments should order early to replenish their stock and have sufficient literature on hand for the publishers to attain their quotas set out above. Keep all the publishers of the Kingdom well supplied with literature, *Watchtower* sample copies, plenty of the books *Salvation*, *Enemies*, and *Riches*, and thousands upon thousands of copies of *Refugees*.

As your initial consignment of *Refugees* is used up, order more. Pioneers will receive no consignments; they should order now the *Refugees* needed.

Equipment

Is your local company prepared to take care of the siege in your territory? Is each of your study conductors ready to lead into the field those attending his study and see to it that the territory around his *Salvation* study or *Watchtower* study is thoroughly covered with the *Watchtower* magazine, *Salvation*, or some other bound book, and particularly with *Refugees?* Are all your interested people being furnished a copy of the *Informant?* and are you pointing out to them the importance of becoming publishers during the "BATTLE SIEGE" Testimony Period? Have you arranged for all your back-call names to be called upon again with this special offer? Is your territory servant arranging his territory so that every part of your assignment from the Society will be covered in these three months?

Do you have enough *Watchtowers* to supply each of your publishers with the required number of sample copies? Do you have a good stock of *Salvation*, *Enemies*, and *Riches*, and of other books? Do you have plenty of *Watchtower* subscription blanks? Is your secretary prepared to send in the subscriptions the same as last year, using the Subscription Record Sheets (S-10) for the convenience of the office here? Do you keep a copy for your own files? Do you check to see that you have a back-call slip in your file for all subscriptions sent in to the Society? Have you informed the publishers of the special record which announces the *Watchtower* magazine, the title of which is "Instruction" (P-154)? This record is a very good one to use in obtaining *Watchtower* subscriptions. Some brethren may desire a testimony card. The Society will provide these on your order. There are many things for the company servant and each one of his assistant servants to look after. Check all the details and be prepared for the "BATTLE SIEGE". Remember, it is a battle siege that will affect every part of your territory and every publisher will be needed to make this the most successful onslaught against the Devil's organization and his demon-operated religious system ever carried forward.

Results

As this siege is carried on against the Devil's organization, thousands of people of good will will read of the truth and leave the prison-house of the Devil and come into the "cities of refuge". What a glorious privilege is ours during this world-wide testimony period! What a privilege is ours here in America, where we still have the freedom to go forth advertising THE THEOCRACY! This campaign, beginning with the Memorial, should be the greatest of all testimony periods to bring to the people the greatest offer, the message of *The Watchtower*, a bound book, and the new booklet *Refugees*. Will your company have a new peak in number of publishers? Watch your chart and compare it with last year's *Watchtower* campaign, which began in January, and keep apace; in fact, keep ahead of it. Watch your personal quota of hours in the field and of back-calls; and as this is taken care of by you the final results of the "BATTLE SIEGE" will be the reaching of the world-wide quota—a great witness to the name of JEHOVAH!

INFORMANT

APRIL, 1940 "My heart shall rejoice in thy salvation."—Ps. 13: 5. BROOKLYN, N. Y.

"Watchtower" Campaign Begins

"Battle Siege" Testimony Period First Full Month

Have You Your "Refugees"?

Biggest Part of Quota to Be Cared for by U. S. Publishers

Our work for the next three months will keep all of us very busy. Commencing with Memorial, through "BATTLE SIEGE" Testimony Period, up to and including the "Locust Army" Testimony Period, in June, we have a great responsibility.

The Lord has entrusted his consecrated people with the work of delivering to the people of good will the only message of real hope and prosperity for the people now. In a world confused and blinded by international diplomacy, intrigue and hypocrisy, there are millions of people of good will hungering and thirsting after righteousness, feeling after God, if haply they may find him. The only hope for these people is the Kingdom message. The meat in due season provided by the Lord is the only torch to enlighten their pathway. *The Watchtower* contains this light in its most vital form, and it is our duty to see that it is made available to them.

Consider for a moment some of the articles appearing in the recent issues of *The Watchtower:*

"Rejoice in His Salvation";
"The Reproach of Men";
"Power of the Demons";
"Refuge";

and now "Instruction", based upon the prophecy of Zephaniah, which, according to *The Watchtower*, every person consecrated to do the will of God, including the remnant and the Jonathan class, should now in the fear of God study with the keenest interest because they are involved in the fulfillment of this prophecy. This prophecy shows to everyone who hopes to receive Jehovah's approval that he is now in need of the instruction contained in that prophecy. This information is necessary not only to those now consecrated, but to those people of good will who are feeling after the Lord but have not yet found him and who will, by the Lord's grace, be a part of his consecrated before Armageddon.

With these vital facts before each of the Lord's people no one can close his eyes or side-step the responsibility resting upon him now.

Our Job

World-wide quota!
12,000,000 *Refugees* booklets,
1,000,000 bound books,
100,000 *Watchtower* subscriptions, in three months.

Not a difficult proposition if all the consecrated throughout the earth were free to participate in the campaign, but, as Brother Rutherford forcefully called to our attention in his letter of January 20, "in a number of countries of the earth the advertising work seems to be practically done. There are increased opportunities on the American continent." This means that by far the major portion of the distribution of literature during this campaign must take place on the American continent. Therefore, let each of us, one and all, tighten up our belt and go to work, truly thankful to the Lord that the door of opportunity is still open to us. Let us start off with a bang by making well over our portion of one-third of the quota during the "BATTLE SIEGE" Testimony Period. World-wide quota for the first month will be 4 million booklets, 333,333 bound books, and 33,333 subscriptions. How much of this shall we do in the United States? We do not think there is any question about making our portion of the quota, but what we want to see is how much ADDITIONAL we are going to make, over and above the quota for this month.

The Offer

High points of the campaign are:
12 million booklets,
1 million bound books,
100,000 subscriptions, in a period of three months,
The Watchtower, one bound book and a *Refugees* booklet on $1.00 contribution.

When you speak to persons of another tongue and you do not have *Refugees* in stock in foreign languages, use any other self-covered booklet as a substitute for it and present *The Watchtower*, one book and a booklet on the regular contribution for *The Watchtower* in that particular language.

Any one of the bound books may be used, particularly *Salvation, Enemies,* and *Riches.*

Offer a bound book and booklet on a 25c contribution where a subscription cannot be obtained.

Leave *Refugees* in every home where it will be read, accepting any contribution they are able to make.

Leave it free if the people are too poor to contribute and the interest warrants it.

The publishers will deduct 25c from the yearly subscription rate for *The Watchtower* to cover the cost of the book and booklet, and turn in the balance of the contribution with the subscription blank properly filled out.

Where you cannot place a subscription, always mention the route arrangement for delivering *The Watchtower* on the 1st and the 15th of each month.

Reports

The March report is not to be divided, but is to be sent in complete, one report for the entire month. This report should also show the Memorial attendance, separating the number attending from the number partaking of the emblems. Each subsequent month during the campaign will, of course, be complete in itself. Always show clearly how many subscriptions and how many individual magazines were placed.

Report all items of outstanding interest. Make the "BATTLE SIEGE" Testimony Period a month of really intense action on behalf of THE THEOCRACY.

Theocratic Convention

Columbus Again Selected for General Convention

The April 1 *Watchtower* announced the 1940 THEOCRATIC CONVENTION OF JEHOVAH'S WITNESSES, and we know that great is the joy of all people of good will because now they can prepare and make their arrangements for attending this great convention. The dates, July 24 to 28 inclusive, bring the middle of summer, when the weather is fine, and all the brethren should arrange for their vacations at that time.

The Watchtower pointed out that Columbus will be the central point of activity of the Theocratic Convention for 1940, and that many other cities throughout the country will be tied in by direct wire communications so that in all parts of the country the "other sheep" not able to come to Columbus can go to the one near by and be assembled with all of the Lord's people on this great occasion.

Jehovah's witnesses have always felt at home at the Ohio State Fairgrounds at Columbus, Ohio, and have enjoyed its spacious accommodations. There is ample room for a trailer camp and the parking of cars. It is expected that pioneers from all parts of the country will gradually be working their way toward Columbus. As the pioneers finish their present assignments and would like to work toward Columbus during the next four months, please write the Society for assignments to the larger cities and smaller towns along the way, unless you prefer to make your trip to Columbus in one hop.

NOW is the time to plan so that you can attend the THEOCRATIC CONVENTION OF JEHOVAH'S WITNESSES. Be sure to mention this important event of 1940 on all your back-calls; be sure all the "other sheep" are informed and invited to attend.

Fifty Thousand Publishers

Has Your Company Reached a New Peak in Publishers?

We started our present fiscal year with 45,200 company and pioneer publishers in the United States, with a goal of 50,000 to be attained during the year. Due to the fact that we had experienced an increase of more than 12,000 publishers during the preceding year, we really anticipated reaching our 50,000 by Memorial time; and when the March reports are all tabulated we may find this to have been reached. However, during no month since October have we reached the peak of 45,200, and we have averaged only 43,225 during the five months of this fiscal year.

The severe winter, which has been general throughout the country, with the sickness it brought, has doubtless been responsible to a large degree for the drop in publishers. Now, however, with milder weather in evidence and three of the best months of the year ahead of us for the *Watchtower* Campaign, we should be able to show a substantial increase, and we may confidently expect to reach that 50,000 and more by the time "Locust Army" Period rolls around.

Our attaining that goal of 50,000 publishers boils itself down to this one quota: Every publisher of The Theocracy setting a quota of one publisher—himself or herself; then seeing to it that he or she gets out in the service EVERY MONTH. Additionally, every publisher making back-calls, conducting model or *Salvation* studies, should have always in mind the point Brother Rutherford stressed in his letter of January 20, namely, "informing those who are . . . interested of their privileges and the *necessity of service.*" They must realize that a knowledge of the truth will not bring them into the "cities of refuge", the Theocratic Government, unless they have an active share in proclaiming the message of THE THEOCRACY. They must become Kingdom publishers, and it is our duty to make this point clear to them. When this is done, the 50,000 publishers will be assured.

No doubt all companies had a good turn-out for the Memorial, many of good will there being blessed with a clearer vision of The Theocracy and of their responsibility thereto. Encourage these to become active servants of Jehovah and thus meet their obligations and be assured of the joy of the Lord. Your company should reach a new high in publishers in March and April. Remember the "BATTLE SIEGE"; you will want to be in it!

Magazine Campaign Well Under Way

Magazine Routes the Big Feature

Have on Hand a Good Supply of *Watchtower* Magazine

The first month of the magazine campaign, February, resulted in 159,836 individual magazines placed by the publishers of The Theocracy in the United States. Most of these were distributed by means of the street corner witnessing. All who have engaged in this magazine work enjoy it and look forward to many interesting experiences in the days to come. The boldness of the brethren in so advertising the *Watchtower* and *Consolation* magazines not only is having a good effect on the people of good will but is aiding the brethren to be more fearless and efficient in their house-to-house field service. The Lord is certainly dividing the people, and this division enables his devoted servants to direct most of their time to the people who love righteousness.

In view of the importance of regularly getting in personal touch with the people of good will and the backwardness on the part of many to take the magazines from the publishers on the street corners, the necessity of establishing magazine routes throughout the entire territory becomes more and more evident. So far the magazine work has lagged behind because the majority of the brethren prefer the more interesting feature, street corner witnessing, and devote their energies to it. While street corner witnessing is very necessary and should be carried on as much as possible, yet the magazine route feature of the campaign should be pushed to the point where all the known interested people of your territory are regularly being served with either *The Watchtower* or *Consolation* or both. Those who have conscientiously tried to establish routes have been doing well. One pioneer reports having a route of 100 names and expects to increase this.

The advertising servant should check with each person holding a territory assignment and find out whether the interested ones in the territory have been asked to regularly take the magazines. It is well as a start to leave a sample copy free with each interested party and then call back with the next issue and ask for the regular contribution, and so on.

Dispose of Back Issues

The company should not keep on its shelves and the publishers should not keep on hand back issues of *The Watchtower* or *Consolation*. If you cannot distribute the current issues on the street corners or magazine routes by the time you receive the next issue, then such magazines should be promptly distributed from door to door in the regular field witnessing. Do not offer back issues to the people on the street corners, for they rightly expect to receive and should receive up-to-date issues. Any publisher finding himself with too many back issues should promptly take the matter up with the company servant or advertising servant, so that they can be placed without delay. Of course, the company should at all times keep a limited supply of *The Watchtower* for use at the *Watchtower* studies.

In view of the *Watchtower* subscription campaign now under way, each company and pioneer should have on hand an extra supply of the *Watchtower* magazine. During the next three months the publishers will need extra copies of *The Watchtower* in the field service and in back-calls, so as to obtain as many subscriptions as possible as well as to build up their routes.

Street Corner Witnessing

All companies have the privilege and are urged to establish street corner witnessing with the magazines in the downtown sections of their territory, whether or not the company holds the assignment from us to cover their business districts. In carrying on this feature of our work, the magazine publishers should be moderate in their speech on the street, and not holler so loud as to disturb anyone, but pursue a dignified course. The magazine publishers should not get rough with anybody, so that they will have no occasion to charge the publisher with disorderly conduct. Care should be taken so as not to obstruct traffic.

Companies, Take Notice!

The companies are NOT to supply pioneers with literature at pioneer costs. This arrangement applies ONLY to zone servants. In fact, as repeatedly stated in the *Informant*, no transfer of stock is to be made except upon authorization from the Society or the zone servant. In all cases where authorization is given, the transactions are to be reported to the Society on the regular Transfer of Stock blanks.

Suggestion for Washing Magazine Bags

Cut a piece of board or stiff heavy cardboard to the size of your magazine bag so that the bag will be stretched taut when pulled over the board. Wash with brush, using lukewarm water and a mild soap. Rinse off well, removing all soap solution, and hang by straps to dry, leaving the board in the bag. By using this method there will be no trouble with colors running, and there will be a minimum of shrinkage of the bag. When dry, remove the board, and save it till the next time your bag needs washing.

Special Notice to Company Servants and Secretaries

Ever since the last *Watchtower* campaign companies have been negligent in listing subscriptions on their Subscription Record Sheets (S-10). Also many are failing to sign the subscription slips with the name of the company. Have in mind the present *Watchtower* campaign and the use of the Subscription Record Sheets and please sign each subscription slip by placing on it the name of the company (or of the pioneer when they are sending them in). You will save the office much extra work.

Subscriptions Cannot Be Charged

Even though companies or pioneers have a distributors' magazine account, subscriptions cannot be charged. This account is only for distributors' copies. Subscriptions cannot be charged to any account except of those pioneers who have a credit balance. Pioneers without a credit balance in their account must remit with the subscriptions. The Society prefers that even the pioneers who have a credit balance enclose a remittance with all subscriptions for *The Watchtower* and *Consolation*.

Do not order magazines on the regular order blank. Use the special magazine order blank for this purpose.

Have You Considered the Pioneer Service?

Increased Privileges

On March 11 a letter addressed "To All Publishers of the Theocracy" was sent to each company with instructions that it be read at a service meeting and a *Watchtower* study during the month. That letter may be considered again in connection with this article.

The purpose of that letter is to place the privilege of engaging full-time in the Kingdom service as pioneers before all who are vitally interested in seeing the message of God's kingdom being given "in all the world as a witness unto all nations" NOW before the "end come".

The information concerning THE THEOCRACY, with which we have been so abundantly furnished in *The Watchtower*, comes as an answer to our prayer, "Lord, increase our faith"; because we realize that our salvation comes only from Jehovah God, through His Theocracy. This information is given us not merely that we may have the food so necessary for our spiritual sustenance, but particularly that we might step out on that faith in full-time service and "freely give" to others that which we have 'freely received' from the Great Provider of all things good.

The question is, What will we do about it? We might answer as did the prophet: "Here am I, Lord; send me." Those who are unencumbered should be able to so answer this question without hesitation. Others will be seriously considering how to make some arrangements so that their encumbrances will not be the determining factor. Surely the privilege was never greater, nor were the people more in need of the life-giving truths which it is now our obligation to supply them with.

One company after another writes us in this vein: "Due to the importance of stressing individual territory, we find much of our territory neglected. Send us a couple of young zealous pioneers"; or, "We find it difficult to care for all the good-will interest in this territory. Can you send us a couple of pioneers to help out?" One zone servant writes concerning a company just enrolled: "They are all new in the truth, with little knowledge of how the work should be done. They need to have some pioneers work with them and get them started out right."

Truly 'the harvest is great and the laborers few'. So carefully and prayerfully consider your individual condition, and if you can arrange your affairs so as to meet the pioneer requirements, we look forward to hearing from you.

Plan Your Witness Work

Result: Much More Time and Many More Back-Calls

The report of the company publishers for the month of February shows a decided increase in the number of publishers as compared with February 1939, there being an increase of almost 10,000 publishers. However, there has been a decrease in the average number of hours, from 14.4 in 1939 to only 13.6, and the average number of back-calls fell from 3.0 in 1939 to 2.8. The average of 13.6 hours is the lowest since Brother Rutherford set forth as our objective the quota of 60 hours a month.

In January, 1939, Brother Rutherford, in a letter to all publishers, emphasized the importance of putting in much more time in the field service, and a year later, by the Lord's grace, he was used to point out to us the necessity of making many more back-calls. And for what purpose? That we could all fully realize on our privileges and responsibilities of furthering the interests of the Kingdom, that the name of Jehovah might be glorified and the people of good will benefited by our increased activities.

The company servant and the back-call servant should check on the record of the publishers, with the purpose of aiding those who are putting in little time in the field and are making few, if any, back-calls. Let those who are making back-calls regularly and holding model studies take along with them the publishers who are delinquent in this respect. Show them how to carry on and keep back-calls, *and leave an established back-call for them to take care of personally.* Let each one be "back-call-conscious", that is, be always on the alert, while witnessing anywhere, to seize every chance to call back on interested persons. In fact, the publishers who seem unable to find interested persons should then arrange to call back on every person with whom literature has been left. Take down the address of each person with whom you left any literature. Casually call back, two or three weeks later, to find out what they think of the publications left with them, and thus, as has been tried out successfully, succeed in establishing regular back-calls and model studies. Let each one who does not now have back-calls try this method, and you will be pleasurably surprised with the results. Remember, we can all make back-calls and put in time; in fact, more time and more back-calls.

Let each publisher arrange his time and affairs. Definitely set aside certain days and times for field witnessing; back-calls and model studies; magazine work, routes and street corner witnessing; and time for service and study meetings. In other words, arrange your personal affairs so that you can devote all the time possible *now* to advancing the Kingdom interests. Do this and the Lord will richly bless your efforts and great will be your joy and strength.

Company Publishers' Field Report

	LAST YEAR			THIS YEAR		
	Company Pub'rs	Av. Hrs	Av. B-C	Company Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	42,436	19.1	2.3
Nov.	25,863	10.9	2.4	41,146	15.4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	37,475	15.2	3.7
Feb.	29,599	14.4	3.0	39,454	13.6	2.8
March	31,729	15.2	2.9	?	?	?
April	36,247	17.2	2.4	?	?	?

New Publications

Yearbook—German.
Safety—Tagalog.

Reprints In Stock

The Harp of God—English.

INFORMANT

MAY, 1940 "My heart shall rejoice in thy salvation."—Ps. 13: 5. BROOKLYN, N. Y.

"Watchtower" Campaign in Its Second Month

How Does Its Progress Compare with Last Year?

Why Are Subscriptions Slow?

Much Work to Be Done

"The year 1940 is certain to be the most important year yet, because Armageddon is very near." It behooves all who love righteousness to put forth every effort to advertise THE THEOCRACY while the privileges are still open.

A special privilege "made to order" is now ours of offering to those of good will the opportunity of having one year's subscription for the *Watchtower* magazine, one bound book and a *Refugees* booklet on a contribution of one dollar, and the *Watchtower* will come to them by mail twice monthly thereafter.

Our work during this three-month *Watchtower* Campaign compared with last year should be interesting to every company. The question is, Are you doing better on subscriptions, books, and booklets? You should. Have you a progressive chart or thermometer, the same as last year, showing the quota for each of the three months for the entire company, and then marking it up week by week so that the publishers can see what progress is being made on the *Watchtower* Campaign? This is important and will undoubtedly help all companies to make their quotas. All publishers fully appreciate that *The Watchtower* is the means whereby the Lord instructs the people who love righteousness. By His grace let us attain our quota during the *Watchtower* Campaign.

Why not fix up a chart immediately, based on the quota of three *Watchtower* subscriptions for each of the publishers, 20 bound books, and 250 booklets? That would mean that the quota for a company of 100 publishers for the three months would be 300 new *Watchtower* subscriptions, 2,000 bound books, and 25,000 booklets.

Let Every Publisher Participate

If every publisher strives for the above quota during the three-month *Watchtower* Campaign a marvelous witness will be given in the United States. Just now we know there are 47,091 publishers, because there were that many out in March. April should find many more; May, still an increase, all in preparation for the great convention in July.

All who are physically able to do so should thoroughly cover their individual territory (and work with the company and study groups in group witnessing) presenting the *Watchtower* special offer from door to door. These, as well as others not able to go from door to door, due to physical infirmities, should present the offer to everyone in the territory who has shown interest in the past, by making back-calls on them. (Remember that quota of 12 back-calls per publisher.) Those unable even to leave the house should mention the *Watchtower* offer to those who call to collect, deliver, solicit, or for any other reason. Those on their sickbeds or in hospitals should have sample *Watchtower* copies and subscription blanks handy and call the special offer to the attention of those who call and of the doctors and nurses and visitors. Those whom you have on your magazine routes should be shown the advantage of having *The Watchtower* come direct to them by mail. If you have relatives and want them to have life, see that they get *The Watchtower*, even if you have to subscribe for them. In short, during this important campaign don't overlook any privilege to get *Watchtower* subscriptions. *It is important that every one do his part* during this campaign that the Lord has so graciously arranged for us. Endeavor to get more than your quota of three subscriptions and of bound books and booklets.

Get Busy with These

With the March statements we sent out around 30,000 expiration back-calls to the companies and pioneers. Every one of these should be called on promptly and the people given the privilege of again subscribing for *The Watchtower*. They have been taking *The Watchtower*, and are familiar with the valuable information it contains. Show them the latest issues and point out to them why they should be receiving *The Watchtower* regularly and continuously. Endeavor to obtain a year's subscription, or at least one for six months. Subscriptions obtained from those whose names are shown on these slips should be reported as new subscriptions. If they do not subscribe, agree to personally deliver *The Watchtower* to them on your magazine route.

Use Instruction Record

The importance of having and studying *The Watchtower* is clearly and completely outlined by Brother Rutherford in the record "Instruction", and every publisher should have one of these records and use it in his door-to-door and back-call work during this campaign. Order this record through your company. Now that the cold, rainy weather is over, use should be made of the doorstep-setup method of using the phonograph. You will find that many *Watchtower* subscriptions will be obtained in this way. Where the phonograph cannot be used, present the *Watchtower* Testimony Card; it brings the special offer to the people very plainly and briefly.

Remember "Salvation" and "Refugees"

While we should keep stressing subscriptions as the primary offer and always open our witness at the door with *The Watchtower*, we should be prepared to quickly present *Salvation* and *Refugees* on a 25c contribution when the subscription is not obtained. Also, be prepared to offer three booklets on a 10c contribution, or finally *Refugees*, on a contribution if possible, but free if the person cannot contribute. Don't let the door be shut without your having properly presented the *Refugees* booklet.

REMEMBER: Your quota is one *Watchtower* subscription, 7 books and 83 *Refugees* monthly. If you did not reach this during April, put forth a special effort during May to make up what you were short.

Place "Refugees"

Twelve million booklets are a lot; do your share in getting them out. Leave one at every call you make, if at all possible. Have them with you wherever you go. Take them along with you on your magazine route and on your street-corner witnessing. Ask those upon whom you are making back-calls to take a supply and be responsible for placing them with their friends and neighbors. Make the second lap of our three-month campaign count!

New Peak Reached in Publishers

Why Not 50,000?

The month of March, with 58,874 different persons attending Memorial services throughout the country, was the one month when we fully expected to attain to at least 50,000 field publishers.

The May 1 *Watchtower*, paragraph 41, presents the matter: "The responsibility of Jehovah's witnesses is to proclaim the truth, and this they cannot avoid. The responsibility is now upon Jehovah's witnesses and servants to take the kingdom message to all such and sound it within hearing even though they cannot induce the obstinate to hear and obey."

However, even though we did not reach our quota of 50,000 publishers in this country, we did take a very definite stride toward that end. We attained during the month of March an all-time peak of 47,091 publishers in the United States. This includes, of course, regional servants, zone servants, pioneers, special pioneers and company publishers. When all things are considered, the weather, grippe, flu, bad roads isolating other brethren, making it very difficult for many of them to do much witnessing, this is very good. April, with its spring weather, saw most of these obstacles removed and we fully believe that what was not accomplished in March will in all probability be attained in April—50,000 publishers. Each one should carefully consider this matter, and if anyone finds that for one reason or another he has not participated in the service during March and April and has not contributed toward the 50,000 publishers, now is the time to do something about it. The question for each one is, Have I borne up my end in striving to attain the quota of 50,000 publishers?

COMPANY PUBLISHERS' FIELD REPORT

	LAST YEAR			THIS YEAR		
	Company Pub'rs	Av. Hrs	Av. B-C	Company Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	42,436	19.1	2.3
Nov.	25,863	10.9	2.4	41,146	15.4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	37,475	15.2	3.7
Feb.	29,599	14.4	3.0	39,454	13.6	2.8
Mar.	31,729	15.2	2.9	44,648	14.5	3.1
April	36,247	17.2	2.4	?	?	?
May	35,629	16.7	2.2	?	?	?

Despite an increase of approximately 13,000 publishers over the same month last year, there was a drop of over 150,000 pieces of literature placed. Our bound books showed a slight increase, but our booklets fell very far short of last year. For some reason the brethren are not pushing the booklets with the seriousness that they deserve. The *Refugees* booklet, with its message of vital importance to every person of good will that will ever attain to life, should now be pushed with energy and zeal and made accessible to each and every creature. Those who are interested but cannot afford to contribute should be left a copy of this booklet free.

Our hours are slipping, compared with last year. This was also true for the month of February. Note the comparison and let each one determine to do something about it in May.

Our back-calls are struggling upward, but very weakly. We are still far from the 12 back-calls a month recommended by Brother Rutherford in his recent letter.

Regional servants, zone servants and company servants should take these points into consideration in their planning of the work and in their presentation to the brethren. Every publisher should examine them with an eye toward increasing their personal Kingdom efficiency.

Magazine Bag and Phonograph Orders

All publishers should please note that the Society is one month behind in filling orders for magazine bags, and twelve weeks behind on filling phonograph orders. We fill these orders according to the dates received. Companies should continue to send in their orders, and we will give them as early attention as we can.

"Watchtower Subscriptions"

So the 1940 Calendar pad, for May, announces, and adds as an argument therefor the text, "All thy children shall be taught of the Lord; and great shall be the peace of thy children."—Isaiah 54:13.

How appropriate all that! May is the middle month of the intensive campaign for at least 100,000 new subscribers for *The Watchtower*. Quoting Isaiah 54:13, as above, emphasizes that the Master Teacher of the universe, Jehovah, has a publication on earth by which He sends Biblical instruction to His people, and that publication is admittedly *The Watchtower*. Every subscriber and faithful reader of that magazine is convinced of that fact. Physical facts today show that those who refuse Jehovah's teaching through His chosen channel cannot get into or under His organization nor remain there, neither can those who never have the chance presented to learn of the Great Teacher by Christ Jesus. Only those who do will ever enjoy the real and enduring peace mentioned.

In the face of this our duty and obligation is plain, to wit, to get more *Watchtower* subscriptions, taking advantage right now of this premium-featured three-month campaign; this besides route work of delivering individual magazines to the homes. The paid-up subscription is preferable in every way. It assures the subscriber of his regular receipt of the magazine over six months or a year; no further financial worry during that period, but a sense of independence, as it puts the Society under obligation to him. It is like having wisely laid up for the future. It is cheaper, considering the 24 issues for the year as delivered individually on a route, besides which there's the free special premium for the campaign. Also, as surely as the Government mails operate he is assured of getting the magazine promptly, at the earliest delivery, direct, not second-handedly, and which relieves the Kingdom publishers of just that much delivery work. Let the Government do the work, so relieving the tax-paying publishers of the transportation work involved, in behalf of their other field activities.

Are You a Subscriber?

The above applies not merely to the general reading public, the 100,000 in prospect during the *Watchtower* campaign; it also applies to the Kingdom publisher who presents to them the special campaign offer. Why be inconsistent and urge upon others something of which you do not personally avail yourself, namely, a subscription? Do not put yourself on your own magazine-delivery route and deliver it copy by copy to yourself by extracting a copy from among the magazines you receive at a reduction for route-delivery. There may be economy in that, but it is better to be a regular subscriber at the regular rate and get your *Watchtower* direct through the mails, as soon as it is released. The magazine is worth its weight in gold, and the contribution to the Society for the subscription goes right into the Lord's organization, and is not misspent. Let your own personal subscription boost the Society's *Watchtower* list. Every financially able Kingdom publisher who campaigns for more *Watchtower* subscribers should be a subscriber himself. There is a feeling of assurance and wisdom and satisfaction about it. Ask any regular active subscriber. He knows!

Back-Calls and Model Studies

Frequent Calls Get Results

Brother Rutherford's letter of January 20 and the results of the January bound-book campaign strongly emphasize the importance of arranging for and making back-calls. It is *the people who have already shown* a kindly interest in the Kingdom message to whom the publishers are under obligation to call back on them with additional information, and thus obey the Lord's admonition to 'feed the other sheep'. All people on your magazine routes are excellent prospects for back-calls, and the publishers should take advantage of every opportunity to call on them with the phonograph recordings. It is by repeatedly and regularly calling on the people that we aid them in keenly realizing the grave importance of their taking a definite stand on the side of the Theocratic Government. We know it *is a matter of life or death to them* and that the Lord has chosen us of all peoples of earth to bring forth His life-giving provisions. Let us therefore do our part by frequently calling on all interested persons in our territory with the magazines, literature, and phonograph recordings.

The ultimate purpose of back-calls is to get the people of good will sufficiently interested to want to study the Kingdom message and make it their own and become publishers.

In all your back-calls and model studies begin to bring to the attention of the people the importance of attending either the Columbus convention or the nearest convention city. And, of course, begin planning now to attend yourself.

Reports show that we are not placing as many of the *Refugees* booklet as has been expected. We must all put forth more diligent efforts to place a *Refugees* booklet with each person to whom we witness, even if necessary to leave a copy free where interest is manifested. Also, get all the persons who attend model studies and upon whom you make back-calls to put out these booklets. Leave a few copies with them and request they distribute them among their neighbors, friends, and relatives. A copy of *Refugees* should be in as many homes in America as possible.

Pioneers! Pioneers!

As a result of the letter dated March 11 and addressed "To All Publishers of the Theocracy" many have written for further information about pioneer service, and we are pleased to state that during March and April over 300 pioneers were enrolled. Another letter was sent all companies under date of April 12, and by the time this *Informant* is received this letter will have been considered by all companies at least twice.

While the 300 newly enrolled pioneers will be quite an aid, they will by no means be sufficient to properly care for the needs of the various companies and the unassigned isolated territory. So each company will receive with this *Informant* one copy of Application for Pioneer Service and letter outlining the requirements of pioneers. Have someone discuss these at one of your service meetings, preferably a pioneer associated with the company. If one in the company desires to use this application, turn it over to him and write us for any additional copies required.

Please Watch Your Ordering

The cheapest way to ship literature is by freight, either truck or rail; but in order to take full advantage of the freight rate 100 pounds must be shipped. Quite a few of the large companies and some pioneers send orders in every week for 30, 40, or 50 pounds, which means that the Society sends it by mail or express because it costs a little less this way than 100 pounds of freight would cost.

For example: A company ordered 47 pounds of literature. By express the cost would be $2.87; by mail, $2.61; by freight, $2.72. The Society shipped it by mail and paid $2.61; but the Society could have shipped to this large company 53 pounds more of books and booklets for the $2.72 instead of 47 pounds for $2.61.

Co-operation

If the company servants could set a date, such as the first and fifteenth of every month, if necessary, on which orders are mailed to the Society, then you could almost always order 100 pounds, especially if you combine pioneer orders with company orders.

It would be well for companies to announce a few days in advance of when the next order is going to the Society, so that company publishers wanting any special items can order them through the stockkeeper, and the pioneers living in the company territory could also turn in their orders to be shipped along with the company order.

Where pioneers group their orders together to make up 100 pounds, it will be sent to one address under the same bill of lading and then the literature will be distributed by the stockkeeper or the pioneer to the pioneers ordering. Companies that are too small to order 100-pound shipments should order what literature they need, and it will be shipped the cheapest way. Company servants, stockkeepers and pioneers, please cooperate in ordering and give your orders careful thought before sending them in. Fill out the order blanks properly, please, and you will be able to save the Society money and considerable time.

NEW PUBLICATIONS:
Enemies: Bohemian, Japanese, Tamil.
Jehovah: Hollandish.

REPRINTS IN STOCK:
Deliverance: English.

Company Servant and Treasurer

Companies should use the remittance slips in sending money to the Society on their accounts. Please fill them out correctly. Always show the name of the company at the top of each form. Be sure you have an exact duplicate for your files, so you can check with the monthly statement sent you from the office. All items are to be included in the company stock account listing except those for magazines or donations to the Society. Do not cross out any items or write in anything else.

FOR EXAMPLE: If your remittance is for magazine bags, Bibles, or phonographs, that remittance should appear on the line of the company stock account. If your remittance is for magazine distributors' account, then show what portion of the remittance is for the **Watchtower** magazine distributors' account and the **Consolation** magazine distributors' account. The same is true when you send in subscriptions; show **The Watchtower** and **Consolation** separately on the lines provided for that purpose. This is necessary in connection with our Post Office permit. The donation line is used only for that purpose.

It would be a great help to the Society if the company servant and treasurer carefully check these remittance forms and fill them out properly and list all amounts sent to the Society under the six headings mentioned.

Please remember that remittances must accompany all renewals or new subscriptions. Companies sending in subscriptions should show the name of the company on each slip and should record these names and addresses on the Subscription Record Sheet. Before inserting slips in the envelope, be sure that you have an individual subscription slip to compare with each name on your sheet, and vice versa.

As the Kingdom interests increase throughout the land every company servant and his assistant servants should strive diligently to co-operate in line with the instructions of the Society, which will help to dispatch the work more quickly.

—Don't Forget Subscriptions—

Phonograph Spring Repair

Some brethren have complained that the Society has sent them the wrong kind of mainspring for their phonograph motors. All phonographs made by the Society from No. 2001 up to the present number use the same size and type of mainspring. The difficulty is that the party who removes the broken spring fails to reclaim the center-sleeve from the broken spring. Brethren repairing phonographs should please note this and take the center-sleeve out of the old, broken spring before throwing it away. Then you will have no trouble in using the springs we supply.

Magazine Route

You Can Have One in Your Territory!

The magazine route work must be done on a country-wide scale if we are to adequately care for the good-will interest. All brethren who are fully awake to the "times and seasons" will see that this part of the Kingdom work is vigorously carried on in their territory assignment.

It is not because the brethren do not see the many merits of the magazine route work that they fail to put this into operation. It is mainly due to the fact that they have a hard time "starting". Let each one "start" by making a full list of all the names and addresses of the persons of good will in their assignment. Put these names in such territorial order that they can be called upon with the least amount of effort and time. The very next time you go witnessing, call on these interested ones with either *The Watchtower* or *Consolation* and briefly explain to them the purpose and object of your call. Leave a copy of the magazine with them, on contribution or free, arranging to deliver the next issue. You cannot expect people to ask you to bring the magazine to them. You must take the initiative and just bring it to them. They will take it. Get your magazines now and see how many persons you can "bring" it to regularly.

Without a doubt the magazine route work is a big avenue for arranging back-calls and model studies and getting more publishers in the Kingdom work, which work is increasing by leaps and bounds. It is of the utmost importance that the people of good will in your territory regularly receive the *Watchtower* and *Consolation* magazines. This is your personal responsibility, and you should "start" this now, if you have not already done so.

INFORMANT

JUNE, 1940 "My heart shall rejoice in thy salvation."—Ps. 13:5. BROOKLYN, N. Y.

Theocratic Convention of Jehovah's witnesses July 24 to 28

30 Convention Cities Tied In with Columbus

Nation-wide Advertising Begins

In a world of turmoil, war, bloodshed and distress, Jehovah, through His Theocratic organization, arranges an assembly of Christian people at Columbus, Ohio, July 24 to 28. Columbus will be the key city of a chain of conventions that ties together thirty cities by direct wire communication. This nation-wide convention will make it possible for persons everywhere to attend. At this time, when we see dictators carrying on an onslaught of "Rule or Ruin" policy it is appropriate that the people of good will in America should assemble together to receive comfort and edify one another. As *The Watchtower* of June 1 states, "There may not be many more such conventions before Armageddon. Those who love the Lord will do what they can now to aid others to see and to appreciate the great convention that shall follow Armageddon."

Everywhere you go you will hear the brethren say, "Everybody's coming to Columbus or to one of the other conventions." That means all the pioneers, zone servants, regional servants, the Bethel family, publishers in the field, brethren in Canada and Mexico, and reports come in from Europe that the brethren are coming over from there. It will be a blessed assembly and something that the "other sheep" should not miss. A responsibility, therefore, falls on all of Jehovah's witnesses and companions who are now publishers of the Kingdom to see that everybody is informed of this convention, from coast to coast, and if they are looking for peace and righteousness then assist them in every way possible to get to one of the conventions as published in *The Watchtower* and *Consolation* and elsewhere. The list also appears in the *Informant*.

LOCATION

The biggest assembly will undoubtedly be at Columbus, Ohio. There the city officials and the state authorities have made it possible for the Society to use the spacious Fair Grounds in Columbus, and this will accommodate a great multitude. The Society will be operating at this place its own cafeteria, book room, rooming assignments, etc., and a trailer city will be built up by those who come in their trailers and house-cars. Ample provision is made for free parking for those who come in their automobiles. Arrangements will be made for immersion, hospital and nursery. For the details on these matters see *The Watchtower* of June 1, 1940. Other conventions that will be tied in with Columbus will have similar arrangements for the comfort of the brethren.

From the Columbus Coliseum will be directed all the activities of the convention, not only for Columbus, but throughout the country. The convention opens Wednesday, and it is expected that the president of the Society will deliver the opening address. Everyone who can possibly be there at the opening of the convention should be ready for field service Wednesday morning and be on hand to hear the opening address by the president. This address will be carried to all convention cities.

The peak of the convention will be Sunday, July 28, at which time those assembled will hear the address delivered by Judge Rutherford, on the subject "RELIGION AS A WORLD REMEDY". The time of this address will be 4 p.m. Eastern Standard Time (Columbus, Ohio), 5 p.m. Eastern Daylight Saving Time, 3 p.m. Central Standard Time, 2 p.m. Mountain Standard Time, and 1 p.m. Pacific Standard Time.

Advertising

One of the big things that must be taken care of between now and the convention is the ADVERTISING of this great assembly, and the Society has made arrangements to advertise it widely with the full co-operation of all publishers of the Kingdom. One of the biggest means will be the use of the phonograph and new record entitled "REMEDY". Every person who has a phonograph will want one of these records to use between now and the convention; and there are 15,000,000 handbills to be put out as your local advertising. In addition, you will be talking convention from now until the time of the convention. Every company should very carefully consider the article in the *Informant* on advertising, and do everything they can to assist the people of good will to get to one of the conventions. Are you coming to Columbus or one of the other conventions? Let every one of us now keep in mind that we are going onward to the THEOCRATIC CONVENTION OF JEHOVAH'S WITNESSES!!

Judge Rutherford Speaks on "Religion as a World Remedy"

Special Convention Record Made

Advertise THE THEOCRACY; that's the thing! The Lord, through His organization, has arranged to have produced a phonograph record of 4½ minutes which record is to be used to advertise the Columbus convention. It should be widely used throughout the United States and Canada for six weeks prior to the convention. Everybody in America knows that this will be the greatest convention ever had on the earth and they will want to advertise this event. Get your record quickly; order it through your company servant. The records will be shipped immediately. This record is a 12-inch, double-faced disc and can be had at 45c. Pioneers will be furnished them free by the Society on receipt of their order, one to each pioneer. Every person using a phonograph should have one of these records to be used in the door-to-door witnessing, doorstep setups, soundcars, and every back-call and every model study. Use this record anywhere and everywhere, so that the people will know of the THEOCRATIC CONVENTION.

Nation-wide Publicity

Not only will this record be used widely, but, in addition, 15,000,000 handbills are now being printed on the presses of the Society and will be consigned to every company and to pioneers not associated with companies. Pioneers in company territory will get them locally. They are free. Distribute these wisely, leaving them at every home; and after running the record advertising the convention, give them the folder as a reminder of the time and place. These folders should be distributed within the next six weeks, beginning as soon as you get them, and having them all out by the time the convention begins. Point out to those people who are particularly interested that your local company is making arrangements to transport all people of good will to the nearest convention point or Columbus. Have this information for the interested, so that they can travel with the brethren. Leave these folders on your magazine routes, place them with people taking the magazines on the street corners, having in mind that the greatest event of 1940 takes place July 24 to 28, and let those who wish to attend be informed.

Another handbill will be printed and distributed at the convention cities and near-by territory. The distribution of this second handbill will begin on July 20. At all convention cities handbill No. 1 should be out before that time. The second handbill will have the name and address of the local auditorium and the time of the lecture.

At the convention information marches will again be used to publicize the big meeting, "RELIGION AS A WORLD REMEDY." These information marches will begin on July 20 in all convention cities and near-by towns, and will increase in intensity each day until the time of the public meeting. The information marches will be as follows: Two advertising publishers on each street; that is, two publishers placed in each busy city block and walking back and forth on that block. Each person will be equipped with placards on the front and back of his person and be distributing handbills. Hundreds of thousands of leaflets will be distributed in this manner. If you can get to a convention city a few days before the convention you can enjoy these additional privileges of service.

Wherever possible the Society will furnish large banners for outdoor advertising. Local companies can also make up their own signs, to be put up wherever possible. Much work is at hand for the advertising servants at conventions.

A Jonadab letter will be printed by the Society and mailed out by the convention cities to all of the "other sheep" whose names are on their back-call list. This letter will be a special invitation to the people of good will near convention cities to attend the entire convention, and particularly to hear "RELIGION AS A WORLD REMEDY".

Special Attention

Cities within 50 miles of a convention city should get in touch with the convention city within the next week and tell them how many letters they will be able to use, so that they can order the proper quantity from the Society. Convention cities and near-by cities can now begin to address their envelopes in which they insert these letters when they get them. The letters will require 1½c postage, sent by third-class mail, unsealed. In a good many instances the publisher will want to deliver

(Continued on page 2, column 4)

Rooming Accommodations a Big Problem

Please Co-operate with Rooming Committee

All of the convention cities are busy at work lining up rooms in good, clean homes, as well as hotels, for the accommodation of the conventioners. This work begins generally throughout the country on June 1, and any time after June 1 you can write to the convention city where you will attend, at the address given below, for your accommodations. In writing for accommodations be very specific as to the requirements, setting out the following in a letter:

Name, street, city, state or province.
Nationality, and white or colored.
Date you expect to arrive in the convention city.
Date you will leave.
Kind of accommodation you desire—residence or hotel.
Number of persons in party.
Number of rooms required.
Number of married couples.
Number of single men. Number of single women. Single or double bed.
State definitely the amount you want to pay per person per day.

Good accommodations can be had for 75c per person per day in rooming houses, two or more in a room. One in a room, $1.00 and up. In almost all convention cities there will be some accommodations at 50c per person per day in rooming houses. Very good rooming houses will charge as high as $1.00 per person per day. Hotels will vary. The committee in every city will try to get the very best rates obtainable.

So that the brethren may have an idea of what can be obtained in first-class hotels in Columbus, and most likely in other cities, the following rates are set out:

Single rooms with bath, $2.50 and $3.00 per day.

Double rooms with bath, double bed: $3 50 and $4.00 per day.

Double rooms with bath, twin beds: $4.00, $4.50 and $5.00 per day.

Large-capacity rooms with bath, single beds, 3 persons to a room, $2.00 per person per day.

Large-capacity rooms with bath, single beds, 4 persons to a room, $1.50 per person per day.

If anyone wishes to stay in a lower-rate hotel, please make request for such. The convention rooming committee will see what they can do for you.

Your accommodations will be mailed to you. It will not be necessary to report at the rooming assignment booth at the convention on your arrival, but you can go direct to your accommodations. Those coming in trailers or house-cars or with tents will be informed by the rooming committee where the trailer camp is established, and thus save time upon coming to the convention. Columbus trailer camp is in the Fair Grounds.

Special Request

All brethren attending a convention should make their arrangements for rooms through the rooming committee in the convention city where they are attending; otherwise there will be much confusion. Please don't hunt your own rooms or try to stay where you did before unless you have that assignment from the rooming committee. Persons hunting their own rooms might get rooms that are assigned to someone else and thus inconvenience the other brethren. Your co-operation will be greatly appreciated by everyone, and particularly by those handling the rooming assignments.

Set out below for the convenience of all are the city and state of each convention, the convention hall, the rooming committee address, and the zones expected to support each convention, if they are unable to go to Columbus.

Code

H — Name of convention auditorium, followed by address.

W — Address of Watchtower Convention Committee (parenthesis after address gives local city telephone number for rooming committee).

Z — Zones. The Society suggests that publishers in these zones attend the convention there named if conveniently possible and if not going to Columbus. If it is to the publisher's advantage to attend the nearer convention he may, of course, do so.

COLUMBUS, Ohio
H Coliseum, Ohio State Fair Grounds
W 487½ S. High St. (MAin 2645)

ATLANTA, Ga.
H Municipal Auditorium, Courtland & Gilmer Sts.
W 203½ Spring St. N.W. (HEmlock 2511-W)
Z Georgia 2 and 3.

BANGOR, Maine
H City of Brewer Auditorium, Outer State St., Brewer, Maine
W 52 Holyoke St., Brewer, Me. (3604)
Z Maine 1.

BEAUMONT, Texas
H
W
Z Louisiana 2 and 3; Texas 1 and 3.

BOISE, Idaho
H Columbian Club Hall, 9th & Washington Sts.
W 2026 N. 16th St. (2670-J)
Z Idaho 1 and Utah 1.

BOSTON, Mass.
H Symphony Hall, Huntington & Massachusetts Aves.
W 294 Huntington Ave. (Kenmore 2133)
Z Massachusetts 1 and 2.

BURLINGTON, Vt.
Z New Hampshire 1 and Vermont 1.

DES MOINES, Iowa
H Poultry Industries Building, Iowa State Fair Grounds
W Box 483 (3-3313)
Z Iowa 1, 2 and 3.

DULUTH, Minn.
H Shrine Auditorium, 201 E. 1st St.
W Fond du Lac (Douglas 510-W)
Z Minnesota 1 and 4.

EL PASO, Texas
H Liberty Hall
W
Z New Mexico 1; Texas 11 and 12.

FARGO, N. Dak.
H Fargo Auditorium, 13 S. Broadway
W 67 4th St. N., Apt. 5 (7481)
Z Minnesota 5; North Dakota 1 and 2.

FORT WORTH, Texas
H Fort Worth Municipal Auditorium W. Lancaster Ave.
W 601 Conner (5-5251)
Z Oklahoma 5; Texas 4, 5 and 8.

GREAT FALLS, Mont.
H Civic Center Auditorium
W 310 10th St. S. (2-1659)
Z Montana 1 and 2.

JACKSON, Miss.
H
W P.O. Box 235
Z Louisiana 1; Mississippi 1, 2 and 3.

KANSAS CITY, Mo.
H Ivanhoe Masonic Temple, Linwood Blvd. & Park Ave.
W 3114 Paseo (VAlentine 7518)
Z Kansas 1 and 3; Missouri 3, 5 and 6.

LINCOLN, Nebr.
H 4-H Building, State Fair Grounds
W 3341 S. 42nd (4-1763)
Z Kansas 2; Nebraska 1 and 2.

LONG BEACH, Calif.
H Municipal Auditorium, 270 E. Seaside Blvd.
W 6599 Atlantic Blvd. (Long Beach 21926)
Z California 1.

MEDFORD, Oreg.
H Medford Armory, 410 N. Bartlett St.
W 922 N. Central Ave. (1741)
Z California 3; Oregon 1 and 2.

MEMPHIS, Tenn.
H The Auditorium, Poplar Ave. & Front St.
W 59 N. Willett St. (2-1621)
Z Ark. 1, 2, 3, 4; Missouri 1; Tenn. 3.

MONTGOMERY, Ala.
H Municipal Auditorium, Corner N. Perry, Monroe and Madison Sts.
W 2 S. McDonough St. (Walnut 1301-M)
Z Alabama 1, 2, 3 and 4; Florida 4.

PUEBLO, Colo.
H Memorial Hall, 100 N. Union
W 1317 East 4th (5087-R)
Z Colorado 1 and 2; Kansas 4; Okla. 6.

ST. PAUL, Minn.
H
W
Z Minnesota 2 and 3; Wisconsin 3, 4, 5.

SAN ANTONIO, Texas
H Municipal Auditorium
W 134 Devine St. (Fannin 0421)
Z Texas 6, 7, 9 and 10.

SAN DIEGO, Calif.
H Plata Rae, U. S. Grant Hotel, 326 Broadway
W 828 Seventh St.
Z California 5; Arizona 1.

SAN JOSE, Calif.
H Civic Auditorium, San Carlos & Market Sts.
W Civic Auditorium, San Jose, Calif. (Ballard 1441)
Z California 2 and 4; Nevada 1.

SAVANNAH, Ga.
H Bijou Theater, Broughton St.
W 318 E. 36th St. (4097)
Z Florida 3; Georgia 1; S. Carolina 1, 2.

SEATTLE, Wash.
H Seattle Masonic Temple, Harvard & E. Pine Sts.
W 800 Broadway (EAst 0800)
Z Washington 3.

SIOUX FALLS, S. Dak.
H Coliseum, 5th and Main Ave.
W 310 Minnehaha Building. (1745)
Z South Dakota 1 and 2; Wyoming 1.

SPOKANE, Wash.
H Ice Arena, 1407 N. Elm St.
W 1420 N. Monroe St.
Z Washington 1 and 2.

TAMPA, Fla.
H Municipal Auditorium, Plant Park
W 1110½ Franklin St. (M-53021)
Z Florida 1 and 2.

TULSA, Okla.
H Convention Hall, Boulder & Bradby
W 8 N. Vancouver (38752)
Z Arkansas 5; Oklahoma 1, 2, 3 and 4.

HONOLULU, T. H.
H Kingdom Hall, 1228 Pensacola St.
W 1228 Pensacola St.

"The Messenger"

The THEOCRATIC CONVENTION OF JEHOVAH'S WITNESSES, in July, is certain to be the greatest assembly of Christians ever held in the United States. For the convenience of the brethren throughout the world, and particularly in the United States, the Society will publish *The Messenger*. *The Messenger* will cover the general report of the Columbus convention, and include many pictures, as well as all the high points of the other conventions throughout the United States. This report will be of great interest to every Kingdom publisher, and for those "other sheep" who will be unable to attend the convention it will be a real blessing. It will refresh the memories of all who had the privilege of attending the convention and will bring them much joy. *The Messenger* will be a good publication to leave with the people of good will. Publishers having outstanding items of interest or good photographs taken at the convention may turn them over to the convention chairman, who will forward them to the Society with his report. Mark on the back of the photograph the city and state and what it is about.

Orders for *The Messenger* should be placed through the local company servant, so that a bulk supply can be sent to the company and redistributed to those ordering. *The Messenger* may be obtained at 10c a copy. Remittance must accompany all orders, as no charges will be made on the accounts. All orders for *The Messenger* should be in Brooklyn no later than July 1, because we should like to have all the labels (for shipping *The Messenger*) made out before the vacation period.

Convention Letter for Pioneers

On April 30 Brother Rutherford addressed a letter to all pioneers, advising that all the pioneers who were on the pioneer list on March 1, 1940, and continued thereon until the convention would be assisted by the Society financially on their accounts with their convention expenses, and, further, that all pioneers on the list on June 1, 1940, and continuing thereon until the convention would receive a ticket entitling them to their meals at the convention. This ticket would also be their identification card by which they would obtain literature at pioneer rates.

This letter and identification card were mailed out to the pioneers with their April statement about May 14. Therefore they should be in the hands of all pioneers, special pioneers, zone servants and regional servants by this time. Any who have not received their letter and card, please write the Society at 117 Adams St., Brooklyn, immediately.

New pioneers coming on the list after June 1, 1940, will be forwarded an identification card which will entitle them to obtain literature at pioneer rates at the convention. These tickets will be honored at Columbus and all other cities of the THEOCRATIC CONVENTION OF JEHOVAH'S WITNESSES July 24-28, 1940.

Convention Expenses

Local conventions will be held in many cities of the United States and tied in with Columbus, the key convention of Jehovah's witnesses, July 24-28. Each local convention will embrace a certain zone or territory. It will be the privilege of those within that zone or territory to take care of the expense of hall and local advertising. Contracts for such halls should be closed and signed as soon as possible, together with a down payment, so that there will be no question about the use of the hall at the time appointed.

Persons desiring to participate in bearing this expense in their respective zone or territory may make their contribution for that purpose to the treasurer of the convention where they attend. Each treasurer will make a duplicate list of the contributions for convention expenses, mailing one to the zone servant and one to this office.

WIRE EXPENSE: All the conventions will be connected by land wires with Columbus, the expense for which will be charged to the Society. Any person or company desiring to participate in the general expenses of the convention and wishing to make a contribution may do so by sending the same to the Society's office at 117 Adams Street and marking the same "Convention Expenses".

(*Continued from page 1, column 4*)

these letters personally and make some arrangement for aiding these people in their transportation to the convention.

No paid newspaper advertisements will be used at any of the convention cities. News releases will be furnished to the newspapers from time to time by the Society. The publicity of the convention will be done by Jehovah's Theocratic organization, and it will be intensified as the day draws near for the big meeting which Brother Rutherford will address on Sunday, July 28.

From now until the convention, talk convention; but let your record do the talking. Avoid all controversies. Have in mind that our commission is to aid those persons of good will. Controversies are undesirable. If anyone attempts to engage in controversy, merely say, "Come to the convention and your questions will be answered." Remember that you are an ambassador of the Theocratic Government and should deport yourself with calmness and dignity in keeping with that government.

Many companies are preparing signs from the handbill material that is furnished and will put these on automobiles and buses in which they travel to the convention. Every local advertising servant can do something to assist the brethren to advertise the convention which they are attending. Make your signs neat and attractive, but ADVERTISE, ADVERTISE, and *ADVERTISE*.

Almost Reached 50,000 Publishers

The 50,000 quota of publishers for the United States to be reached during this fiscal year is in sight as the "Battle Siege" Testimony Period reports a new peak of publishers (company and pioneer) of 48,196. Over 10,000 who attended the Memorial in March, however, failed to report any time in April. These should seriously consider the matter in the light of revealed prophecies as brought to our attention in *The Watchtower* and make every effort to become regular publishers of The THEOCRATIC GOVERNMENT. If they do, we should be well on our way toward a new quota by convention time in July.

There is a strong indication, upon analyzing the April report, as well as previous reports, that a minority of publishers are "carrying the load" so far as time and back-calls are concerned; because, in spite of quite a number of publishers' equaling and exceeding the quota of 60 hours and 12 back-calls per month, no increase is shown for these two items. In fact, as the following table shows, compared with March there was a slight decrease, and compared with April of last year, quite a large decrease, in average hours. Each one should arrange to schedule his time so that he can be sure of having at his disposal a goodly share of his time for SERVICE OF THE THEOCRACY.

COMPANY PUBLISHERS' FIELD REPORT

	LAST YEAR			THIS YEAR		
	Company Pub'rs	Av. Hrs	Av. B-C	Company Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	42,436	19.1	2.3
Nov	25,863	10 9	2 4	41,146	15 4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	37,475	15 2	3 7
Feb.	29,599	14.4	3 0	39,454	13 6	2 8
Mar.	31,729	15.2	2.9	44,648	14 5	3 1
April	36,247	17 2	2.4	45,559	14 3	3 0
May	35,629	16.7	2.2	?	?	?
June	33,903	16.6	2.5	?	?	?

Comparison of Publishers in Various Lands

How Is Your Territory Covered?

There is a tremendous amount of work to be done if all the people of good will are to be properly informed about The Theocracy and how they may gain protection therein. For that reason the necessity of being regular publishers is continually brought to our attention in *The Watchtower* and through the columns of the *Informant*. The people must be continually impressed with the importance of definitely aligning themselves on the side of Jehovah; and, therefore, as the publishers increase these people can be called on more regularly.

An interesting comparison is set out here showing the population per publisher in four countries. Note particularly the very good showing for Canada:

Total persons for each publisher—	
Canada	1,911
United States	2,547
Australia (and New Zealand)	4,086
England (United Kingdom)	5,208

Just where do you as a company stand? What is the population of your assigned territory? Are there sufficient publishers to adequately care for the people therein? How often do you cover your territory in the door-to-door work? Are the people called back on and model studies started? Are they supplied with *The Watchtower* and *Consolation* and invited to the meetings at your headquarters? Have you reached your 25-percent increase in number of publishers over last year's peak? These are questions for your serious consideration and action. See that you do your part.

General Information on the Convention

Book Room

Each convention will have its own book room, and those publishers who do not bring literature with them can obtain a supply there. Publications to be offered will be one bound book and three booklets, on a contribution of 35c. Bring with you your phonograph and your new record, your witnessing case and magazine bag. Be ready to witness and aid the people of good will with the material the Lord has given us to use.

Cafeteria

At practically every convention the Society will operate its own cafeteria. Good, wholesome food will be served, and a small charge will be made so as to cover the cost of the food and expense of operating the cafeteria. Pioneers have been furnished meal tickets which will provide them free meals at every convention having its own cafeteria. Every convention will need some volunteers to work at the convention, and anyone desiring to offer his services can send his name and address to the rooming committee at the convention, stating that he desires to help, and mention in what capacity his services can be used. It would be especially appreciated if experienced cooks would write to conventions they are going to attend. If you are qualified to be a sandwich maker, counter attendant, cashier, or stenographer, please state that in your letter, but have in mind, too, that you will be pleased to accept any assigned duty. Those expecting to work in the cafeteria should bring with them their own aprons. Have in mind that everyone who volunteers his services at the convention should bring with him his field-service equipment, because we feel that not everyone who volunteers for other services can be given an assignment.

If it is your desire to work in the field all the time except when attending the convention sessions, then do not volunteer.

Public-Address System and Sound-Cars

All publishers having sound-cars, particularly No. 3 or No. 4, should bring them to the convention they are attending. Be sure you have them in good condition. It would be well for all sound-car operators bringing their equipment to write the local convention they are attending, telling them they are bringing their sound-car and what the equipment is. It may be that they will have special use for it. The following questions should be answered in your letter:

Kind of sound-car, in good condition?

Name of the operator?

How many days will you be at the convention?

Is the sound-car available for ANY use?

Hospital

Doctors and nurses attending the convention should register as soon as they arrive or write in advance that their services are available.

Immersion

The immersion service is being arranged for 8 o'clock Sunday morning, at all convention cities. Those desiring to symbolize their consecration should bring with them a bathing suit and towel. It would be well for company servants to mention this, so that those desiring to be immersed will be properly equipped.

Music

Wherever orchestras can be arranged it will be done. Musicians should bring with them their instruments so that orchestras can be formed. Those attending the Columbus convention who are able to play in an orchestra should please write the Watchtower Convention Committee, 117 Adams St., Brooklyn, stating their name and what instrument they play, so that this information will be on hand prior to the convention at Columbus. Bring your own song book with you.

Service in the Field

Certain hours at each convention city will be devoted to field service, so that proper publicity may be given to The Theocracy, and particularly the public meeting, "Religion as a World Remedy." Everyone should try to engage in some form of field service during the convention, so that all publishers will be able to turn in a report. There are five distinct ways of witnessing:

1. *Door-to-door witnessing with literature, phonograph and special record, handbills, and the combination offer of one book and three booklets on a contribution of 35c.*

2. Magazine publishers with magazine bags will be assigned special territory at the convention and near-by cities, for distributing the latest magazine, as well as handbills.

3. Special group for back-call work. All convention cities will arrange their back-calls beforehand, and these will be given to publishers desiring to spend their time making back-calls and arranging to bring these newly interested to the meetings. These publishers should bring with them the full series of the lecture "Government and Peace" or "Victory", or some other series. Publishers obtaining new names in the territory assigned to them for door-to-door witnessing should themselves make at least one or two back-calls on these during the convention time, before turning the name in for the local company to take care of.

4. Information marches, using placards and distributing handbills. This will be done in all convention cities and other small or large towns within reasonable distance of the convention city.

5. Sound-cars assigned special territory and using the new record continually along with the musical record on the reverse side.

In making field reports each car driver or group captain should add up the publishers' field reports and turn in the report each day. Publishers not working in groups should turn in their individual reports for any of the above-listed field activities. A complete report, including your convention activities also, should be turned in to your home company for the month of July. All those associated with The Theocracy now know that the time is short for giving the witness. Between now and the convention, and during the convention particularly, everyone will desire to have a part in the magnifying of Jehovah's name and word.

All roads lead to Columbus or some other assembly of the Theocratic Convention of Jehovah's witnesses. Be on your way.

Proper Conduct in Magazine Distribution

Read Carefully Letter of May 10

On May 10 Brother Rutherford directed a letter to the Theocratic publishers regarding the proper conduct while engaged in the magazine distribution on the street. This letter is most timely and should be read at the service meetings a number of times.

As emphasized in the May 15 *Watchtower*, the people must desire to be on the Lord's side. God's Word cannot be forced upon anyone, and none will receive it until they desire a better condition than that which they have previously enjoyed. Our purpose, therefore, is to help honest people get out from under religion to tell others about the Kingdom blessings. It is our privilege to engage in the magazine work. So let us advertise the Kingdom and not just find fault with religion. When exhibiting the magazines speak kindly to the people, using expressions similar to the following:

Religion injures.
Christianity blesses you.
Read "The Watchtower". 5c

Religion is ruining the nations.
Christianity will save the people.
Read "The Watchtower". 5c

Religion is a snare.
The Bible answers why.
Read "The Watchtower". 5c

Religion works evil.
Christianity brings good.
Read "The Watchtower". 5c

Abandon religion.
Serve God and Christ.
Read "The Watchtower". 5c

Righteousness exalts a nation.
Christianity is righteous.
Read "The Watchtower". 5c

Seek righteousness and live.
Read "The Watchtower". 5c

Attention, Pioneers

The Lord's organization is a THEOCRACY. All who come under it must fully co-operate with one another to receive the Lord's blessing and in order to gain the best results in the field. Pioneers, because they put in all their time, can be used to accomplish much good, provided they co-operate with the other parts of the organization. When pioneers are sent a county assignment, notation is made on the assignment sheet as to any companies in the territory that should be contacted before any witnessing is done by the pioneer in the towns assigned to the company. The pioneer's exclusive assignment is only for the portion of the territory not assigned to the companies; and, as companies in many instances cover rural routes emanating from their assigned towns, it is necessary that mutually agreeable boundaries be arranged.

Information is also given the pioneer as to the zone in which the county is located and the name and address of the zone servant. In many instances we have sent on to the zone servant all good-will names for the county so that, when opportunity affords, he can get in touch with these persons. When such territory is assigned the pioneers, they should immediately write the zone servant, inquire if he has any names, and co-operate with him in developing any good-will interest. This will also be advice to the zone servant that the county is being covered, as we do not advise him direct. To get results in such territory, co-operation is very necessary. Pioneers are privileged to assist companies with their studies when requested to do so. They should always direct good-will interest to the company meetings and assist them into the field work.

When writing in for territory *do not ask* to be assigned to a zone, or with a zone servant, but always state with what company you wish assignment, or what county you desire.

Magazine Distributors' Accounts

Companies and pioneers who have opened with the Society a magazine distributors' account should make regular remittance on this account monthly. You need not wait until you receive your magazine statement to make the remittance, but can make it at any time during the month. Remittances will appear on the statement only if they are received before the first of the month. If for three months no remittance is received on your account this automatically cancels your distributors' supply. Publishers should be making remittances weekly for magazines, and in turn the company should remit monthly on their account. Some companies have been negligent.

Report on *Watchtower* Campaign

UP TO MAY 25

28,812 new *Watchtower* subscriptions were entered by the Society.

"Locust Army" Testimony Period the Time to Redouble Efforts

"Watchtower" Campaign Extended to Convention!

Shall We Make Our Quota?

The far-reaching and swiftly moving events that have occurred in the last few weeks have greatly stirred up the "locusts" in the United States to the acute realization that it is almost all up to them to make good the world-wide quota set for the *Watchtower* Campaign. The armed hordes of evil are running wild throughout Europe. They have ruthlessly disrupted organized witnessing in Denmark, Norway, Holland, France and Belgium, and the witness work in all countries is greatly menaced. It therefore becomes imperative for the "locusts" in the United States to zealously direct all their energies and time towards fulfilling the responsibilities committed to them by the great Theocrat. The days are indeed evil, and Armageddon is not far distant. We must clear the decks and put aside all hindrances and obstacles that are in the way of complete devotion to Jehovah and the Kingdom service.

During the "Locust Army" Testimony Period of June and for the remaining extended days of the *Watchtower* Campaign to July 24, every lover of righteousness will diligently and zealously do everything in his power to help make the *Watchtower* quota. There are ever so many things in our favor: the best of weather; long days in which to witness in the evenings, until 9 p.m.; more publishers: plenty to do, and lots of literature with which to do it; and, above all, the Lord's rich blessing upon our every effort.

Subscriptions! Subscriptions!

The most important phase of the *Watchtower* Campaign is the procuring of subscriptions for the most vital magazine in the world, *The Watchtower*. The reports up to the time this *Informant* goes to press show we are far below our quota of subscriptions. To make up this deficit and make our quota during the remaining days of the campaign (now to July 24), we must greatly impress upon the people of good will the absolute necessity of their subscribing for *The Watchtower* and having it come to their homes regularly, twice a month. As Brother Rutherford emphasizes in the "Instruction" record, "The means provided for the instruction and aid of his people on earth is the publication of his message in *The Watchtower* and kindred publications. . . . Every person who hopes to be of the 'great multitude' should possess and diligently study *The Watchtower*." We ourselves know how necessary it is to our eternal welfare to diligently study each issue of *The Watchtower*. In the regular field service and at every back-call and model study, point out the numerous advantages of now subscribing for *The Watchtower*, especially in view of the excellent offer of a book and the *Refugees* booklet as a premium with a year's subscription. With the wonderful publicity given the *Watchtower* magazine by the street-corner witnessing and magazine route, we should find the people of good will in a ready frame of mind to consider our proposition of subscribing for *The Watchtower*. Repeatedly speak to your friends, neighbors, and business associates about subscribing for *The Watchtower*. Continually leave sample copies of *The Watchtower* with each interested person you call on, and arrange to call back within a week or ten days with the "Instruction" record and for a subscription. Make the "Locust Army" Testimony Period the biggest witness of any one month to date. This just before the assembly of the THEOCRATIC CONVENTION OF JEHOVAH'S WITNESSES.

More Time in the Field Service

How are you getting along in your individual quota? To be up with your quota, you should by the 1st of June have obtained two *Watchtower* subscriptions and placed 14 books and 166 booklets. No doubt a number of publishers have done this and more, but the majority are far below their quota and must put forth every effort in the field service if they are to gain it by July 24. Carefully examine and consider the progress which the company has made as shown on your chart. This chart should be kept up weekly, so that every publisher can see just what must be done in order to reach the company quota. The company servant should keep the publishers advised weekly of just how many subscriptions, books, and booklets each publisher must place if the company is to make its quota. The publishers, in turn, must promptly submit their field reports, so that the chart can be properly kept up.

One thing is very certain: and that is, that much more time must be devoted to house-to-house field service by all the publishers. June is a month in which we can all put in more time in the service than in any other month. The weather is ideal and the days are long and the publishers can arrange to put in one or two evenings (to about from 6 to 9 p.m.) a week witnessing with the *Refugees* booklets, taking along a few books and some *Watchtower* magazines for those who show real interest. Such evening work with booklets has been very productive in the past, and all company servants and zone servants should stress and arrange for this feature of the work throughout all June and up to the convention. Start witnessing groups from the homes of those with whom you are conducting model studies, returning from the field to hold the studies. The same procedure can be carried on wherever there are book studies. It may be possible to start the studies a half hour later than usual, during June and July, to allow for more time in the field service. This arrangement will have the added incentive of encouraging the people of good will who attend the studies to take an active share in distributing the *Refugees* booklets, and people of good will living near the studies can be invited to attend the meeting being held that very same evening.

The Magazine Work

The brethren everywhere are much enthused over the street-corner magazine work. This is fine. However, each company and publisher should see to it that the enthusiasm for this phase of the service does not cut down the time spent in book and booklet distribution. There is a proper place and time for every feature of the witness. The new work with the magazines should not be carried on at the expense of the house-to-house and back-call work, but IN ADDITION to our other field service. This is evidently being done, as reports to date of the *Watchtower* Campaign clearly show. It now becomes essential for each publisher to plan his field service for each week; otherwise the publisher will find himself neglecting one or two features of the service. Be sure to engage in every feature of the witness, but do so in a proper manner and thus obtain the greatest amount of results from your labors.

Attention, Company Servants

Company servants should exercise more care in making remittances to this office. Before mailing a check examine it carefully. See that it is properly signed, and that you have sufficient funds in bank to cover check when presented. See that the figures and written amounts agree. Errors are expensive both in time and in money. Time is expended to look up the accounts; for extra bookkeeping entries; for writing for explanations. There is extra postage and delay in settling accounts. Some banks make an extra charge of 25c for every error returned. Following are some of the most common errors:

- Signature lacking, or incorrect or incomplete.
- Insufficient funds in bank. (Some banks enter a protest fee for insufficient funds, of from $1.50 to $2.50.)
- Figures and written amounts do not agree.
- Checks dated ahead.
- Title missing.

There is no need for such errors. Exercise more care and save time and trouble.

500 New Pioneers

More Responding and Many More Still Required

Jesus instructed his followers to pray, "Thy kingdom come." Never has this prayer been more appropriate than at this time. The world is in utter confusion, with the blood of hundreds of thousands being shed, and literally millions are losing their lifetime possessions. No one of the world feels safe and secure. The only remedy is this kingdom for which all sincere followers of Christ pray to our Father in heaven. To honestly utter this prayer, however, one must be willing to do his part in advising the people of good will about that kingdom. (Matt. 24:14) In doing so one must put forth every human effort, withholding nothing, and so consecrating one's all to the service of The Theocracy. This was stressed in the letter of May 10 "TO ALL PUBLISHERS OF THE THEOCRACY", concerning pioneer service. The company should read and study this letter carefully.

Those who can now possibly arrange to devote their entire time to the service of our King should lose no time in volunteering for pioneer service. The May 15 *Watchtower* aptly states: "Privileges wasted and let to slip by unused are gone, and now what is to be done to buy back time or recover from such lost opportunities must be done quickly. There is no time to waste. . . . The faithful delight in the law of God and hasten to do his will." It is the joyful doing of the Lord's will that insures one of Jehovah's approval and salvation.

Booklets! Booklets!!

Make June the Biggest Booklet Month Yet

The time is here for us to give serious consideration to the placement of books and booklets as well as obtaining subscriptions. For the month of April this year we are approximately one million booklets behind April of last year. The offer for this year was identical with that of last year! Why this tremendous difference in the number of booklets placed? Someone says, "Magazine work is responsible for it"; but even the 383,503 magazines placed hardly offset a drop of a million booklets.

This matter is too serious to be lightly overlooked, particularly in view of the very important message contained in the *Refugees* booklet. That message must be placed in the hands of the people promptly. April is past; we cannot do anything about it; but we can do something about this condition during June and July. The excuse that magazine work is responsible for the drop can be accepted only as an excuse, at best; it is not a reason. Magazine work is an additional privilege of service to be done Saturday afternoon and evenings when we are not engaged in other branches of the service. It was never intended to replace the distribution of books and booklets.

What are we going to do about it? The answer: Put in more time in the service. Daylight saving time is in effect in a large portion of the country, and in all sections the daylight extends well into the evening, enabling all of us to put two or more hours in the service after supper. Let us utilize this time for a wider distribution of the Kingdom message contained in the books and booklets particularly. Arrange special group witnessing parties for evenings. Special campaigns with the *Refugees* booklets can be put on during these periods, having magazines along also. These may be left where the interest warrants it, and then go over the same territory shortly with the regular campaign offer. Let us catch up on our booklets as well as our books and subscriptions before convention. Let us manifest to the Lord our appreciation of the wonderful table He is spreading for us in the midst of our enemies, particularly in this country, where the privilege of service is still available to the Lord's people.

We have enrolled over 500 publishers for pioneer service since the call went out recently, and there are a number of others waiting to start out around convention time. Why not now begin to make your plans to get started by that time? The company servant can send for necessary questionnaires for the use of brethren in the company that are considering putting in all their time in the King's business. Don't delay, but act now, while there is still time to do so.

Companies are writing us of their need of pioneer help. No doubt right in their midst are publishers who can, by putting in pioneer time, take care of those needs. It is not necessary for pioneers to go elsewhere; consider your home territory first.

How many pioneers will be enrolled by July 24? We hope 3,000!

INFORMANT

JULY, 1940 "My heart shall rejoice in thy salvation."—Ps. 13: 5. BROOKLYN, N. Y.

"Judge Rutherford Uncovers Fifth Column"

That's the Title of a New 32-Page Booklet Released July 13

2,000,000 First Printing

To Be Distributed in 10 Days

Jehovah's witnesses in the United States have encountered an intense wave of persecution on every side. A few weeks ago, in Texas, organized mobs, formed at the instance of the Hierarchy to "get" Jehovah's witnesses, went into action. Since then magazine publishers have been stormed on street corners by mobs and run out of town; automobiles have been upset, and run into lakes; officers of the law have protected the mobsters and incarcerated Jehovah's witnesses. Jehovah's witnesses' halls have been burned, people have been dragged out of their homes, many have been put in jail without trial or just complaint; no one has been allowed to see them. They have not even been permitted to communicate with a lawyer. Zone assemblies have been broken up; decrees set forth by city officials that no longer may Jehovah's witnesses meet in halls; conventions canceled, and brethren being ordered out of the state. These conditions have prevailed in many states in the Union. The same Nazi, Fascist, Catholic Hierarchy method is being used in this country to stop the witness work as has been used throughout Europe. The Hierarchy declared years ago that 1940 was their year to take America. They are trying to do it through mob action. The time has come for them to strike and they are striking. The only organization on earth today that is completely free from their influence is Jehovah's Theocratic organization.

What to Do

It is the privilege and responsibility of the Lord's people to reveal the Roman Catholic Hierarchy in all its hideousness so that reasonable-minded people of good will may be able to distinguish between what comprises the Lord's organization and what constitutes the Devil's organization and make an intelligent choice. The booklet *Judge Rutherford Uncovers Fifth Column* is unquestionably the divinely provided instrument for this purpose.

We are not going to try to describe the contents of this booklet for you. We could not do justice to it if we tried. Read it yourself and receive the thrill of your life. Then go forward and put it out in the strength of the Lord.

If ever Jehovah's witnesses were required to put on a strenuous campaign it is now, and, by the Lord's grace, they shall not be found wanting. Jehovah's witnesses know full well that Jehovah, through His King, Christ Jesus, is directing His Theocratic organization and instructing His people through His organization. Therefore they obey with gladness of heart and ready hand. The Society's factory at Brooklyn is working day and night printing this new 32-page booklet.

The booklet is being consigned to companies on the basis of from 20 to 40 booklets per publisher. Each publisher in the company should get his supply on or before Friday night, July 12. A special meeting should be arranged by the company servant for that night, that final preparations for this campaign may be completed and publishers receive their literature, assignment of territory and final instructions. Go forth into the field Saturday and Sunday and let those who wish to know read!

This booklet is to be placed on a contribution of 5c a copy or whatever contribution the people are able to make; and if they are too poor to contribute but really manifest interest and want a copy, leave it with them free. Take their name and arrange for a back-call.

Most publishers should be able to dispose of their allotment of booklets in a few days' time and then help those who may be unable to handle all of theirs. *This work of placing the first two million booklets is very important.* It is essential that we get going quickly; and when your supply is placed, order more for the rest of your territory.

The fight is on! Let the Catholics carry on their mob action and try to stop Jehovah's witnesses! We do not fear them! We know that Jehovah God is maneuvering the enemy as well as his own organization and will fully back up His work. It is our great privilege now to show what "Theocratic action", inspired by the spirit of the Lord, can do. Let each one give all diligence in covering the territory with this message, regardless of the cost.

Consignments

These 2,000,000 booklets are being consigned to all companies. Pioneers working in company territory, if they have not received any, should get their supply from the company, *remitting direct to the company for the number they obtain.* We hope to have the consignment in the hands of every company by July 12. If you should not receive yours until a day or so later, have your special meeting and all preparations made and go to work as soon as your supply arrives.

Pioneers who have orders now being filled from Brooklyn office will find that such orders will be increased by 100 copies of this new booklet. Pioneers in isolated territory should order as many as they can use immediately. These booklets will be charged on company and pioneer accounts alike at ½c a copy.

As soon as the company can send in the contribution received for these booklets more of them can be printed. When your supply of this booklet is exhausted and more are needed to cover your territory, place an order immediately. We will try to fill it as quickly as possible.

The time has come to inform the people of these momentous events. Brother Rutherford has given the public press an opportunity to so inform the people, but up to this time they have refused. The booklet will tell why. All who are on the side of the great King will enjoy to the full this new booklet and will express to the Lord their appreciation of being allowed to have some part in its distribution. Press on in this battle, putting your full trust in Jehovah, having full assurance that "to Jehovah belongeth salvation".

DIFFICULTIES

Brother Rutherford made the following statement the other day:

"I am sure the difficulties that the Lord has permitted the enemy to bring upon His people He will cause to work to His own glory. We have the assurance that all things shall work together for our good and doubtless the great opposition will bring the Lord's witnesses more prominently to the front. It will also make the enemy more prominently against them, and this will have much to do with dividing the people. The Lord's children should be encouraged by these circumstances, rather than discouraged. I am sure they will rejoice to bear any burdens that come upon them, which the Lord permits, and which will redound to His praise and glory."

A Petition Sweeps the Country

"Locust Army" Period Winds Up with Swift Action

It came as a shock and great surprise to all the publishers of the Kingdom that the Theocratic Convention of Jehovah's witnesses might not be held in the Ohio State Fair Grounds because of the cancellation brought about by the politicians in charge under pressure from the Catholic Hierarchy. Not only on Columbus was the strenuous opposition by the Catholic Hierarchy brought to bear, to stop this convention, but also in many other parts of the country. It was necessary to take legal action to try to counteract their influence.

Preparations for the convention are going on, however, and it is a source of real joy to all who have a share therein. Never before has there been so much opposition to the preparations for any assembly of the Lord's people. The Devil knows his time is short, and he is "out to get" Jehovah's witnesses, but, by the Lord's grace, he shall not be victorious.

When Brother Rutherford authorized a petition sent out, first in Ohio, the brethren went into the work with a zeal peculiar to the Lord's house. Mobs were formed in many parts of the state. Petitions were taken away from the brethren and torn, in some places. This, however, in no wise intimidated them; they went forward.

Following close on the heels of the petition to the State of Ohio, Brother Rutherford authorized a country-wide petition sent out. The brethren throughout the land were thrilled. As soon as the companies received their sample copies of the petition and letter of instructions a great many of them began mimeographing forms so that they could start to work immediately and later use up the regular petition forms which were coming to them by mail.

A total of more than 160,000 petition blanks have been sent out from here, in addition to all the home-made ones. This would be sufficient for over three million names. If half of these are filled in, what a wonderful witness against the rulers it will be! Scores of telegrams and hundreds of air mail and special delivery letters have been received stating that all blanks are filled and more are needed. The results of this work have been unparalleled. It is evidently the Lord's doing, and marvelous in our eyes. You will be advised of the results of the campaign after the presentation.

The time spent in obtaining petition signatures should be counted as hours in the field.

Record of Petition Signers

As the petition sweeps the country it is encountering considerable vicious opposition from the enemy, showing that those who do sign it are people of good will.

A list should be made of all petition signers and placed in the company's back-call file. All of these people will want to hear the series "Religion as a World Remedy" as soon as it is available. Therefore make a list of the names of all petition signers for that purpose.

100,000 Subscriptions by Convention Time!

Can You Make Your Quota of Books?

New Booklet Will Help on Your Booklet Quota

The special offer of a year's subscription for *The Watchtower* magazine, a bound book and a *Refugees* booklet, on a contribution of $1.00 ends July 23. The importance of the people's having this literature now, of all times, cannot be overemphasized. This is one of the reasons why the publishers of THE THEOCRACY are anxious to do everything in their power to persuade as many people as possible to subscribe NOW. We realize that all people who love righteousness and hate lawlessness must quickly take their stand on the Lord's side if they are to receive his protection in Armageddon; for, as *The Watchtower* and the physical facts clearly indicate, the "strange work" is rapidly coming to a close. It is only by studying the *Watchtower* magazine and kindred publications that they can get the needed life-giving knowledge. There is no other source.

All the 50,000 and more publishers of THE THEOCRACY should, during the remaining days of the *Watchtower* Campaign, earnestly push this special offer. Between now and convention time each publisher should make it his or her business to get one more subscription, and so help us to go over the top of our world-wide quota of 100,000 new subscriptions. Even while distributing the latest booklet, *Judge Rutherford Uncovers Fifth Column*, keep your "eyes wide open" and grasp every chance to make known to all those who show unusual interest in the message the special *Watchtower* offer. Many additional subscriptions can be so obtained, if the brethren will only be on the alert.

We are behind in our world-wide quota of subscriptions, bound books and booklets. Each company and publisher is aware of what must yet be done to reach the quota set for the company and himself. Therefore every publisher should strive hard to get at least one more subscription and to place many more bound books and particularly *Refugees* booklets. CONCENTRATE ON THE HOUSE-TO-HOUSE FIELD SERVICE, MAKING AS MANY BACK-CALLS AS YOU CAN. Company servants should organize evening witnessing groups with the *Refugees* booklets, and, after July 13, with the new booklet. Arrange to quickly cover all the territory that has not yet been gone over with this special offer. By all means leave a *Refugees* booklet or one of the new ones in every home where they will read it.

The enemy is doing everything it can to break up the witness work. But, by the Lord's grace, the work is going forward, and with added zeal and power! This is the time to set aside everything that can be humanly ignored and to turn one's full attention and devotion to serving Jehovah and the people of good will —and to arrange to personally attend the convention at Columbus or nearest convention city.

"More Publishers"

July a Month for a New Peak

The Calendar pad, for July, focuses our attention on the fact that all brethren associated with the Lord's organization should now without fail be in the field service each month. In other words, this means more publishers. It further points out that this increase in activity cannot come by conscription or force: it must be an entirely voluntary offering of one's self as clearly indicated in the text, "Thy people will freely offer themselves in the day of thine army."—Psalm 110:3, *Rotherham*.

You will rejoice to know that in the month of May in the United States alone there were 51,746 publishers in the field. Jehovah's people have looked forward to the time when we would have over 50,000 publishers in the field in the United States. We all greatly rejoice in the fact that we have arrived at that time. The persecution forced on Jehovah's witnesses throughout the United States by the Hierarchy has had an effect the very opposite of what they anticipated. Many of our brethren have been forced out of their secular employment. Instead of sitting down and bemoaning their fate they immediately made application for pioneer service, determining from hence forth to find employment in The Theocracy where neither man nor devil can force them out. We feel sure that, despite all the efforts of the Hierarchy and the rest of the Devil's organization to the contrary, the month of June will show a very definite increase.

All the brethren joyfully participated in the petition work. Many brethren who never participated in the work before have joyfully undertaken this.

Watchtower Organ Records

The Society has arranged for the recording of some fine organ music which can be used by the brethren at model studies, public meetings, zone assemblies, on sound-cars, and on other appropriate occasions, and is pleased to announce that these are now available. They are the regular 12-inch double-faced discs, and may be ordered by number as follows:

WO-1 The Palms (Faure)—To a Wild Rose (MacDowell)

WO-2 Traumerei and Romanza (Schumann)

WO-3 Second Mazurka (Godard)

WO-4 Caprice Viennois (Kreisler)

These two discs are available at the regular rates, 70c per disc; six to one address, $3.50.

With the special work commencing July 13, when the booklet *Judge Rutherford Uncovers Fifth Column* is distributed, everyone who attends any of our meetings and who has a real desire to see the vindication of Jehovah's name will want to have a part in its distribution and have a share in exposing the wicked agent of the Devil. Make every arrangement for this campaign immediately. Every company should anticipate many more publishers in the field.

We feel that the Lord has directed the details of the preparation of the Calendar, knowing that this condition would exist in midsummer, and everyone who professes to be on the side of the Kingdom must take his stand now in the active service of the King. "Thy people will freely offer themselves in the day of thine army." Now is the time for the Lord's army to move forward as one body praising his name. We expect July to see an all-time high for publishers in the United States.

One Thousand New Pioneers by Convention!

It is very gratifying to see the wonderful response to the invitations sent out by the Society for Jehovah's Kingdom publishers to engage in full-time service of THE THEOCRACY as the number of pioneers steadily increases. As this *Informant* is being prepared, over 800 have been enrolled. This brings the total number of pioneers in the United States to more than 2,600.

The pioneer letter sent out to the companies in June calls attention to the fact that this is the time to "bring all the tithes into the storehouse", that is, to be a full-time publisher. That letter may be considered in connection with this article.

The Society would be negligent of its commission from our Lord and Master if it did not call attention to the righteous requirements of THE THEOCRACY, and so these reminders are brought to the attention of the brethren. As indicated elsewhere in this *Informant*, however, the service of a Christian must be voluntary and the Lord Jehovah is not pleading with His people to be faithful or to be active in His service. Nor is there coercion that any of Jehovah's witnesses spend their entire time in the service. Such (pioneer) service is wholly voluntary—a willing, "reasonable service"; no other kind would be pleasing or acceptable to THE THEOCRACY.

Let each one, then, carefully examine his affairs, make up his own mind about the matter, and then act in harmony with Jehovah's purposes. By the time the Theocratic Convention opens, there should be at least ONE THOUSAND NEW PIONEERS IN THE FIELD.

We firmly believe that by the end of July there will be 3,100 reporting regularly in the pioneer service. Will you be one of them?

Theocratic Convention

In view of the petition circulated many of the brethren are wondering regarding the convention. The Society is pushing on with this convention believing it is the Lord's will to have it. Where it is going to emanate from we cannot say definitely at the present time. However, we will mail to all companies early in July a letter giving them all the details regarding the final setup for the country-wide convention. Pioneers and other brethren en route should inquire of the various companies with which they come in touch for the latest news regarding final arrangements for the convention and the correct address of the point of origin. All have the great privilege of bearing this matter before the Lord in prayer.

"Remedy" Record

20,000 Shipped

The "Remedy" records, advertising the Columbus convention, have all been shipped. 20,000 of these were made, but this was not sufficient for all the requests. However, it seems to be sufficient to advertise the convention in all parts of the country, and for the present no more will be made. Those who did not receive their order at all or received it only in part will receive credit on their accounts. Let those who have them use them diligently in the field prior to the convention. After the convention this record will be an excellent introduction to "Religion as a World Remedy", which we hope will, by the Lord's grace, be recorded by that time. When playing "Remedy", inform the people of the opposition to the convention by the Hierarchy and thus arouse their interest and create a desire on the part of the people to listen to the series "Religion as a World Remedy", which will be recorded simultaneously as it is sent out to the various convention points. Please do not order this series of records, however, until you are instructed to do so.

Photographs

In view of the mob action now in operation throughout the country it seems advisable, where such conditions exist, to have some brethren equipped with good cameras, so that they can take photographs and get actual scenes of these disturbances when they are actually in operation. The brethren should be sure that the mob does not get their cameras and destroy their films.

Informant

This issue of the *Informant* will not be mailed in bulk as here are with a copy for every publisher. are mailing to each company four or five copies. These are for the company servant, secretary, stockkeeper and back-call servant, and, of course, are to be available to the other servants of the company.

The *Informant* should be read at service meetings, and all points thoroughly discussed and plans worked out for carrying out in detail the recommendations therein. For the present the *Informant* will be mailed first-class to each company servant. This will insure better service and less likelihood of the enemy's finding out our organization arrangements. Company servants will, therefore, have to plan their service meetings with great care, give the brethren all the information, and go with them into action.

At the beginning of the year Brother Rutherford, in his letter of January 20, called our attention to the following fact: "The year 1940 is certain to be the most important year yet, because Armageddon is very near." The facts transpiring today throughout the world, even in the United States, prove this statement without any question of doubt. In the latter part of the same letter he states, "The privilege of advertising THE THEOCRACY will soon be completed. Be sure that you do your part."

MOBS

When groups of lawless persons or public officials acting unlawfully cause a stop of the publishing work and injure the publishers or their property, do this, promptly.

Write a clear, brief, but comprehensive account of all the facts. As far as possible name accurately each opposer who takes a leading part. Give his official position, such as mayor, chief of police, or other. State whether he is a member of The American Legion or other veterans' organization (naming it accurately), and what position he holds therein. Name each clergyman participating, giving name of church denomination. Let all such names be obtained as accurately and as promptly as is possible under the circumstances.

A competent individual of the local company or zone can sign this statement as his own and acknowledge it as a true statement before a notary public. Typewrite the statement, making eight readable copies. Send the original to Francis Biddle, Solicitor General of the United States, Department of Justice, Washington, D. C. Send a copy to each of the following and retain one copy for your file:

American Civil Liberties Union, 31 Union Square West, New York, N. Y.

Governor of the State where event occurs; Attorney General of that state; prosecuting attorney of the county where acts occur; editor of that county's largest newspaper; Society's Brooklyn office, legal desk.

INFORMANT

AUGUST, 1940 "My heart shall rejoice in thy salvation."—Ps. 13: 5. BROOKLYN, N. Y.

Jehovah Pours Out Rich Blessing

Conventioners Overjoyed by Brother Rutherford's Talks

President Releases New Book "Religion"

Enemies' Bluff Failed

Publishers Return Home with Renewed Vigor

Jehovah in his goodness and mercy poured out upon his people a blessing to overflowing, a blessing all of which could not be contained by his grateful people. The Theocratic convention of Jehovah's witnesses came to a conclusion Sunday night, July 28, but what occurred at the convention will never be forgotten; for a witness began there which will be carried to the ends of the earth. Brother Rutherford was richly blessed by the Lord and, because of Jehovah's favor, was able to come to the convention and address the assembly at Detroit and 17 other convention cities. It was a most joyful occasion to hear the instruction of the Lord brought to us, and the climax of the convention came when the president of the Society delivered the lecture "Religion as a World Remedy". How true it was, as Brother Rutherford stated, he had to present both sides of the argument because of the failure of the Roman Catholic Hierarchy to put up their man to talk in favor of religion!

Religion received a real beating at Detroit, and the exposing of that wicked organization continues as the dirt of that wicked organization is brought out and made plain to the people.

New Book Released

The companions, alongside of Jehovah's witnesses, cheered and applauded with real joy the presentation of the new book *Religion* by the president of the Society. This was one of the most thrilling moments of the convention. There is no question in the minds of the brethren who attended the Theocratic Convention of Jehovah's witnesses that it was the Lord's will that his people assemble this year in Detroit at the Convention Hall and the other convention cities tied in by direct wire. The Lord's hand was manifest from beginning to end in all the preliminary arrangements, in trying to find a place for the convention, and in all the detailed activity of the convention itself. Even as the Lord has directed his organization for many years and continues to do so, so did he direct what should be accomplished at this convention.

Bluff Failed

It was a glorious fight from start to finish. The enemies of The Theocracy manifested their violent opposition to the convention soon after it was announced, and did everything they could to prevent the assembling of Jehovah's people in the Theocratic convention; and they continued to howl until the close of the convention, but showed they are afraid to come out in the open to carry out their boasts. It was a tremendous witness against them and for The Theocracy. Jehovah gave the victory!

The Messenger will set out the full report of the activity leading up to the convention and what happened at Detroit and the other places, and this will be read with real joy by all the publishers of the Kingdom.

Sufficient to say here is that the Theocratic Convention of Jehovah's witnesses was arranged and directed of the Lord, all to his praise. Jehovah's servants were refreshed and strengthened and they have returned home with renewed vigor to serve in the interests of the Kingdom and assist the other sheep to find the place of safety. (For details, read *The Messenger*.)

Have You Ordered Your Copies of "The Messenger"?

Get Extras for People of Good Will

The *Messenger* magazine, 64 pages, with many illustrations, we hope to publish within the next thirty days. This will carry a complete report of the Theocratic convention, showing the Lord's leading and arranging of this convention and the happenings at Detroit and other conventions tied in with it. It will bring to you a vivid description of the high points of the convention, Brother Rutherford's lectures on three different occasions, the release of *Religion*, the new phonograph, *Kingdom News* No. 6, the threats of the enemy, and their failure to succeed.

Not only will *The Messenger* be a pleasure for those of The Theocracy to read, but it should find its place in the homes of many interested, now people of good will. *The Messenger* is ten cents a copy. A limited edition will be printed. Order through your company servant.

"Religion's Doom" Testimony Period

New Book Going to Public

Campaign Extended to End of September

All of the Lord's true people know that religion is doomed. This information, however, is not limited to the Lord's people. It is the purpose of Jehovah to publish this fact far and wide as a timely warning to all the world.

The origin of religion, and its effect on men and nations, and its ultimate end, must be brought to the attention of all people so that those who love righteousness may for ever forsake religion and take their stand on the Lord's side and live and so that those who hate righteousness may be thoroughly warned before destruction comes upon them.

There can be no question in the mind of any who heard Brother Rutherford's thrilling speech "Religion as a World Remedy", or who have read this book *Religion*, regarding religion's doom. Religion's doom is an established fact decreed by the great Theocrat, Jehovah.

The Lord's Doing

Evidently the Lord directed the preparation for the great witness to be given during this special period. A year ago, when the 1940 Calendar was arranged, he had this special period, "Religion's Doom," set so that it would follow immediately the greatest convention of the Lord's people to date and the release of the Lord's new instrument, *Religion*, for carrying forward his purposes concerning The Theocracy and the judgment of the nations. The Lord has thus prepared the setting. He has prepared the instruments being used, and He has prepared His people by giving them such a crystal-clear vision of the reasons why religion is doomed and the certainty of its being accomplished that it is now up to each and every one to do his part. Every creature who loves God and The Theocracy will now take his stand foursquare for the Kingdom.

The organization should go into action immediately. All territory is virgin territory for *Religion* and the *Fifth Column* booklet. Therefore the company servant, territory servant and back-call servant should get busy immediately and arrange their territory for this work. Back-call names in each territory should be called upon as the territory is worked. All new publishers and good-will interest attending model studies and other studies should be supplied with a copy of *Religion* and should be encouraged to take *Religion* to their friends and neighbors.

The Vertical-Type Phonograph

This new design of phonograph was announced at the Theocratic Convention of Jehovah's witnesses, and, as was stated at the time, we are not filling orders and not accepting orders. Please do not order this phonograph until announcement is made later as to its manufacture.

All orders on hand for phonographs will be filled with the old model, and these are being shipped regularly until caught up with orders. It will help the office greatly if you will not order the new phonograph now, until proper announcement is made.

Kingdom News No. 6

The Theocratic convention was full of pleasant surprises for us. One of these was *Kingdom News* No. 6, for our use in the field work. This new instrument, provided by the Lord, shows the pitiful condition of the world today and sounds a note of warning which all will do well to heed. It shows, for the information of those of good will, why the religionists and their dupes are so bent upon persecuting Jehovah's witnesses, and shows definitely from Scripture, as well as from facts available to all, that the Roman Catholic Hierarchy constitutes the chief moving factor in the destruction of all democracy, in the regimentation of the people, and in setting up a rule in the earth in opposition to Jehovah's Theocratic Government by Christ Jesus.

All publishers should have and use this new *Kingdom News* in their door-to-door work, as well as on back-calls and at model studies. Their territory should be thoroughly covered with it. These are 50c per thousand, remittance with order. If possible these should be ordered at the same time literature is ordered, to save expense in shipping. Pioneers may have one thousand free with order for other literature. If pioneers order separately, remittance should be sent at 50c per thousand, because of additional expense to the Society.

Your Supply

Prior to the convention the Society shipped out more than 600,000 copies of the book *Religion*, ready for use throughout the world. Consignments with sealed orders were sent to the larger companies in the United States, but we were not able to supply all companies, by any means. These large companies have begun distributing *Religion* during the "Religion's Doom" Testimony Period.

(*Continued on page 2, column 4*)

"Judge Rutherford Uncovers Fifth Column"

September Will See More Distributed

The first barrage of this new booklet was laid down just prior to the Theocratic convention. This was nation-wide and so thorough that it took away the enemy's breath. They had desperately tried to stigmatize Jehovah's witnesses by accusing them of being the fifth column in this country, and then they set their demonized hoodlums to develop and execute mob action against these publishers of the Kingdom. They felt they had things pretty well their own way and had Jehovah's witnesses on the run, and then came the withering blast of two million *Fifth Column Uncovered* booklets widely distributed from coast to coast in less than one month, exposing who are the real fifth column.

The evidence in support of the argument contained in the booklet was indisputable. The facts supporting the charges made were so clear and forcibly presented that there was no getting around it. This message in the hands of the reading public was a terrific blow to the Hierarchy. The effect of it upon the Hierarchy can be approximated by their desperate attempt to stop Jehovah's witnesses at the Theocratic convention and ever since; but, by the Lord's grace, they were not permitted to succeed. The Lord has still kept the door open so his people can continue in the service. Let everyone, therefore, avail himself of the opportunity of participating in the service with greater zeal than ever before.

Keep Going

Let the enemy know they have not heard the last of the *Fifth Column Uncovered* booklet, by any means! Two million more booklets can and will be distributed during the month of September!! Leave one of these booklets in every home where the people will read it. Leave one with each placement of *Religion*. Where they cannot take *Religion*, drop to this booklet, on any contribution; and where they want to read the booklet but cannot contribute, let them have it free. Our slogan is, Two million more *Fifth Column Uncovered* booklets during September!! It is apparent that the Hierarchy does not fear Jehovah's witnesses but they do fear and hate the hard, irrefutable truths presented in the booklet. Let them have more of it.

Quota for 1940 Exceeded by 8,000!!

Not only has that quota of 50,000 publishers at which we have been aiming this year been exceeded during June, with a total of 58,009 company and pioneer publishers reporting, but it is gratifying to note that 55,000 of those were company publishers, as indicated by the table shown below.

The table also shows that we reached a new peak in hours, for the first time reporting over 20 hours per publisher as an average. This good record is undoubtedly due to the strenuous efforts expended by many to attain the 60-hour goal suggested by Brother Rutherford last January. Back-calls, however, took a drop, being lower than the previous month as well as the same month last year. This should be remedied by more publishers' engaging in the back-call work and striving to reach the quota of 3 back-calls per week.

As indicated in the July *Informant*, all who signed the petition in June should be called back on. Therefore back-call slips should be prepared for this purpose. These will be glad to hear the lecture "Religion as a World Remedy", when you receive it in recorded form. They are all likewise good prospects for the book *Religion* and should be given the opportunity of obtaining it.

During the remaining months of this fiscal year all should put their shoulders to the wheel, getting after the back-calls and model studies and using the new instruments provided for us in *Religion*, *Judge Rutherford Uncovers Fifth Column*, and *Kingdom News* No. 6.

COMPANY PUBLISHERS' FIELD REPORT

	LAST YEAR			THIS YEAR		
	Company Pub'rs	Av. Hrs	Av. B-C	Company Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	44,436	19.1	2.3
Nov.	25,863	10.9	2.4	41,146	15.4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	37,475	15.2	3.7
Feb.	29,599	14.4	3.0	39,454	13.6	2.8
Mar.	31,729	15.2	2.9	44,648	14.5	3.1
April	36,247	17.2	2.4	45,559	14.3	3.0
May	35,629	16.7	2.2	49,023	16.9	2.9
June	33,903	16.6	2.5	55,039	20.3	2.3
July	37,172	18.3	1.8	?	?	?
Aug.	39,453	17.6	2.1	?	?	?
Sep.	38,371	15.2	1.6	?	?	?
Year	33,131	15.6	2.2	?	?	?

Magazine Work

Use Routes and Street Method

The Lord's blessing has been manifested upon the magazine work since its inception, to a very marked degree. This branch of the service has done more to draw the fire of the enemy and thus expose their true condition to the people than any other branch of the service in so short a time.

Have You a Route?

One main objective of our work is to expose the true condition of the enemy as well as to aid the people of good will. However, we never expected the enemy themselves to cooperate so completely in this exposure as they have done. Evidently the Lord maneuvered them to do that very thing. Their course of action in opposing the magazine distribution, and the devilish spirit manifested, has more than verified the statement contained in the literature regarding their being a part of the Devil's organization. Therefore this work should be pushed with vigor. All publishers should establish as many magazine routes as possible and see that those people are promptly served with each issue as it comes out.

Magazine street work should be consistently carried on and not in any wise diminished because of the threats of the enemy. The only time that it is proper to even consider withdrawing from the street witnessing in any area is when it is physically impossible to stay on the street because of mob action; and even then we should not completely desert the territory, by any means, but rather should, as directed by the Lord, be wise as serpents and harmless as doves, and plan to counteract the offenses of the enemy by using a more telling blow against them.

Even in many of the most violent mob action areas the brethren are continuing the street magazine distribution. They are staggering the time of their going out, and the places to which they go, so that the enemy cannot foretell what they are going to do next and how to organize against them in advance. They dispatch publishers from the homes instead of from the hall, and in various other ways outwit the enemy so that the work is carried on. In some places, because of these conditions it is necessary to limit the time on the street at each service to one hour or even half an hour. The fact is that this work can, by the Lord's grace, be carried on in spite of opposition. The mob really works up interest in the magazines, and it is up to us to supply the people with the truth by taking advantage of every means to keep pushing the battle to the gate.

The foregoing, of course, applies to trouble points only. Magazine witnessing on the streets in other areas should be carried forward in the regular manner. This is a real war. Let each one do his part, trusting implicitly in Jehovah and his anointed King to maneuver the forces of the enemy as well as his own organization to accomplish his good pleasure and advance the Kingdom interests.

The following excerpt from a letter received in the office is quoted here because it is a very good practice to follow in street magazine witnessing:

"The ——— company have found that a great increase over the number of magazines placed by the brethren on the street corners has been accomplished by approaching individuals who are either standing or slowly walking along, instead of the publisher's merely standing in one spot all the time and expecting the public to come up to him and inquire about the magazines.

"Of course, care is exercised in approaching the people so that they will not become offended and so that no excuse can be justly given of any attempt on the part of the publisher to create confusion, either by loud talk or by actions unbecoming a publisher. The publishers find this much more interesting and less 'dragging' than to merely stand in one place and let the public take the initiative action."

Pioneer Service

With this *Informant*, there is being mailed another letter (Aug. 20) addressed "To All Publishers of the Theocracy", concerning the pioneer work. Quite a number of publishers at the various conventions obtained pioneer applications, and these are coming in now. As some put it: "The Devil is forcing us into the pioneer work." Perhaps the Lord would be more pleased if they had made up their minds to enter the work sooner, instead of being forced to do so by "circumstances". Undoubtedly many in the companies are still making arrangements to get into this field of service, and others wondering if they should or not! Why not enroll now and get it off your mind?

The New Book "Religion"

The new book, *Religion*, which the Lord has provided by the pen of Brother Rutherford, is what its front page so aptly describes, as a timely warning to all the world, treating of religion, its influence upon men and nations, and the result. Over 350 pages of the greatest material we have ever had. Each one of its twelve chapters tells its own story clearly and forcefully. The book is interspersed throughout with beautiful descriptive pictures, adding much to the force of the presentation.

There is no need to here go into the thrilling message it contains. You will appreciate that when you read the book. Each company should arrange immediately for *Religion* studies at strategic points throughout their territory. These studies should be available to all people of good will. All model studies and back-calls should be worked into them so that all who are feeling after the Lord may have an opportunity to obtain the vital information contained in the book. *Religion* studies should replace *Salvation* studies where the *Salvation* book has already been covered one or more times.

The Author's Edition is 50c per copy; the regular edition, 25c contribution.

(*Continued from page 1, column 4*)

The Society has made or will, within the next few days, make consignments of the book *Religion* to companies having more than 50 regular publishers. All other companies throughout the United States, and pioneers, will have to order their *Religion* books. Companies having already received consignments and placing their supply must reorder.

As announced elsewhere in this *Informant*, this campaign is to be extended throughout the month of September, affording everybody an ample opportunity to have a part in this witness before the end of the fiscal year 1940. The issue is clear-cut now. No one can serve two masters. It is a matter of either taking a stand on the Lord's side and doing his will or staying on the side of the enemy. This campaign affords a splendid opportunity for all of the anointed and their companions and all people of good will to demonstrate to the Lord their appreciation of the momentous times in which we are living and their implicit faith in the purposes of the Lord by uncompromisingly proclaiming religion's doom, using *Religion* and the *Fifth Column Uncovered* booklet, on a contribution of 25c, during the remainder of August and all of September.

78,006 Publishers!

53 Countries Report During "Battle Siege", in April

Jehovah's rich blessing was upon his people as never before during the "Battle Siege" Testimony Period, in April. Despite the turmoil and distress throughout the world, particularly in Europe, Jehovah's army of "locusts" moved into action during the month of April with their ranks swelled to 78,006 publishers, the greatest ever. This is indeed a joy to the hearts of his people, and a marvelous number, in view of having no reports then from many of the European countries involved in the war; however, reports recently received show that the brethren there are pressing forward with the work as never before.

It is gratifying to see the great increase in the back-call work. Throughout the whole earth Jehovah's people are moving forward in full unity, aiding the people of good will to take their stand for The Theocracy. With the back-call and model-study work on the increase we look forward to the greatest number of publishers ever during the "CHALLENGE" Testimony Period, in October. Set out below is the complete report for April.

World-wide Report, 53 Countries "Battle Siege" Testimony Period April 1940

Books placed	184,916
Booklets placed	1,850,294
Total literature placed	2,035,210
Pioneers	4,575
Company publishers	73,431
Total publishers	78,006
Hours in service	1,658,735
New subscriptions	20,326
Individual magazines dist.	572,305
Sound (meeting) attendance	1,478,709
Back-calls (made)	272,531
Attending Memorial	97,611
Partaking of emblems	27,858

INFORMANT

SEPTEMBER, 1940 "My heart shall rejoice in thy salvation."—Ps. 13:5. BROOKLYN, N. Y.

"CHALLENGE" Testimony Period

"Conspiracy Against Democracy" Released

New Booklet by Brother Rutherford to Have Wide Distribution

Book *Religion* Offered Too

Records Will Play Important Part

As the year progresses Jehovah's ambassadors can appreciate more and more the importance of the campaigns and their naming. Now we come to the "CHALLENGE" Testimony Period, which is the first campaign in the new fiscal year. The month of September closes the Society's twelve-month report, and with joy Jehovah's witnesses go forward now with the CHALLENGE. Jehovah's servants in the earth will maintain their integrity and hold high the banner of the Lord, proclaiming The THEOCRACY. Jehovah's witnesses are "persuaded that neither death, nor life, nor angels, nor principalities, nor powers, . . . nor any other creature, shall be able to separate us from the love of God . . . " The courageous pushing on of Jehovah's witnesses with the Theocratic message in the face of mounting opposition is a visible expression of Jehovah's challenge to the enemy organization prophetically stated at Joel 3:9-11 and so splendidly set out in modern terms in *Religion*, pages 318-324.

New Booklet Released

At the close of the convention Brother Rutherford immediately made arrangements for the publication of a new booklet, *Conspiracy Against Democracy*. This booklet contains the two wonderful lectures of Saturday and Sunday delivered to the Theocratic Convention of Jehovah's witnesses. The initial distribution will begin October 1 with the "CHALLENGE" Testimony Period.

The Offer

The book *Religion*, a new instrument placed in the hands of Jehovah's servants, along with *Conspiracy Against Democracy*, will be offered to the people on a contribution of 25 cents. Every effort should be made on the part of the publishers to set out the importance of the people's reading these books. This we believe can be accomplished particularly through the use of the record P-230 ("Message of Hope") and P-229 (Part 11 of "The End"). If the person is not able to contribute a quarter but really wants to read, make every effort to leave some booklets with him; and it is suggested that a combination of three booklets on a contribution of ten cents be offered, these being *Refugees*, *Judge Rutherford Uncovers Fifth Column*, and *Conspiracy Against Democracy*. Before leaving, however, if no literature is taken, be sure to offer the booklet *Conspiracy Against Democracy* on any contribution, leaving a copy with the people free if they promise to read and can't contribute even a penny. Where the booklet is placed, undoubtedly they will be sufficiently interested for one to make a back-call and run the series of lectures on "Religion" and "The End".

Speedy Work

The booklet *Conspiracy Against Democracy* contains a message that the people of America need, and they need it in a hurry. Millions of copies of this new booklet should be placed in the hands of the people prior to November 5; therefore it will take careful organization on the part of all servants in the company, particularly the stockkeeper, to see that his order is in early and that he has his supply on hand in good time for a real concentrated witness in the thickly populated territory. The company servant, of course, will check all these details and see that the order is in. We suggest that you order, on the average, fifty copies for each publisher in your company, and each publisher should try to the best of his ability to distribute these 50 copies to the people, in addition to five copies of *Religion* per publisher. This we believe every publisher can do in the 31 days of October.

Intensify Back-Call Service

Special attention should be given to the work of calling back on the people of good will. The order blank enclosed with this *Informant* makes provision for your obtaining the new records "Religion" and "The End", as well as the special record "Message of Hope". This matter should be placed before all the publishers in the company, so that they can order their individual record P-229, P-230 for regular door-to-door work and as many sets of "Religion" and "The End" as they need to efficiently carry on their back-call activity. Since the convention we feel sure every publisher appreciates the need of making three back-calls every week, or an average of twelve a month. Some day practically all of our work may be back-call work; so let's get in stride now and get the names and addresses in our files.

Your Order

Have in mind that no more consignments will be made of *Religion*, *Conspiracy Against Democracy*, *Kingdom News* No. 6, nor of the new records. Company servants must see that their orders are placed, and we suggest that at distant points they be sent in by air mail. The factory is working day and night trying to catch up with present orders, and we anticipate that by the time you receive this *Informant* and your Order Blank we shall be ready to take care of the onrush of orders for all books, booklets and records preparatory to the "CHALLENGE" Testimony Period. Orders will be given attention according to their arrival at this office. If because your order gets in here late, or there are too many to fill ahead of it, your literature does not arrive by October 1, then proceed with the same intensity and vigor with other literature and records you have on hand. Make the "CHALLENGE" Testimony Period a month to be remembered in the witness against the Devil's organization and for The Theocracy.

In Brother Rutherford's personal letter "To the Theocratic Ambassadors" which appears in the Author's Edition of *Religion* he states, "It is your commission to help the people of good will to see that religion is their mortal enemy, and that *Christianity* is their way of escape. Help them to know and serve Jehovah and His King, and thus gain life everlasting. . . . As ambassadors of the Theocratic King hasten to carry the needed information to all who will give heed. That is your privilege, the greatest human creatures ever had." May Jehovah guide and direct you in your preparations for a bold witness during the "CHALLENGE" Testimony Period.

Order Blank

One Order Blank is sent with this *Informant* to each company and pioneer. The company servant, along with the sound servant, back-call servant, and stockkeeper, should check their supplies and fill out this order blank as to the company's requirements. At your next meeting you should find out from each publisher who has a phonograph whether or not he wants his own personal record, "Message of Hope," for door-to-door witnessing. They should each have it. It costs only 50 cents when ordered on this order blank. Check carefully the required number of sets you need of "The End" and "Religion" records and order these. Do you have sufficient supplies of *Religion* that each publisher can have five copies for the "CHALLENGE" Testimony Period? Have you ordered sufficient booklets *Conspiracy Against Democracy* that each publisher can have fifty of these? Have you checked all your stock? It is a good thing to be well supplied now with all the books and booklets. The first orders received will be given the first attention. We suggest that you carefully study the Order Blank, discuss it at the service meeting and Sunday evening meeting, and then get in your order.

Pioneers in company territory should send their orders in with the company servant's order, to save shipping expenses. Company servants should check with pioneers for this purpose. Remember, the "CHALLENGE" Testimony Period is only four weeks away.

Pioneers Still Coming

Almost 4,000 Enrolled

For the past several months the Society has sent to each company servant a letter to be read to the company, outlining the great privileges to be enjoyed by those who elect to spend their full time in serving The THEOCRACY. Those letters have borne their fruit, and the pioneer list moves on toward the 4,000 mark!

The Society is pleased to advise that as this *Informant* goes to press there are 3,735 publishers enrolled in the pioneer service in the United States. All these enrolled pioneers should report their activity each month.

Quite a number of brethren enrolled at the Theocratic convention at Detroit and at the other conventions, and many others since as a result of the convention. We expect to continue to receive many applications for this most important and blessed service.

There are still some companies throughout the country requesting the aid of pioneers. These companies will be given the needed help just as soon as we have the pioneers to assign to them. However, we are wondering if there are not some right in their own territory who would be able to enroll. Keep this matter before the brethren, and if more applications are needed let us know.

England has reached an enrollment of 1,000 pioneers! Surely we should have more than four times that in the United States.

Pioneer Allowance

Some pioneers are sending in their convention identification cards without showing on the face of them any request for allowance. We presume in such cases that those brethren do not desire any convention allowance and we are not crediting their account with any. If some of the pioneers who sent in their cards without marking the amount on them wish the convention allowance and overlooked this point, they will please so indicate on their September report card by stating specifically how much they desire, not to exceed $25; also the convention city they attended. If you filled out your identification card properly and forwarded it to this office your account will be credited; it will not be necessary to show this again on your report card.

New Series of Recordings Ready

Special Record for Door-to-Door Witness

60,000 Model Studies Weekly!

The new series of recordings comprising "Religion", Sunday's lecture from Detroit, and "The End", Saturday's speech, are by far the two greatest recordings we have had to date, and for clarity, forcefulness and powerful material they cannot be beat.

The Lord used Brother Rutherford to provide for His people the most powerful instrument against the Totalitarian-Hierarchy-Religious combine we have ever had in recorded form to date. Words are inadequate to describe the irresistible power of the message.

All of this means much more to us than simply listening to a good speech and getting enthusiastic about it. It means that the Lord is entrusting to us the responsibility of carrying this very important message to the people. As we consider how the attending circumstances—the opposition to the Kingdom, the Devil and his crowd's determination that there should be no speech delivered, Brother Rutherford's illness, and other things that would normally prohibit the preparing and delivering of such speeches—were all maneuvered by the Lord to give greater emphasis and importance to the speeches instead of in any wise interfering with them, we realize their importance in His arrangement. This also increases our responsibility in connection with them.

Petitioners Should Hear the Truth

Every person who signed the petition to the governor of Ohio, and every person of good will in the records of the various companies throughout the country, should be given an opportunity to hear these recordings as soon as possible. When making new back-calls arrange for these new recordings to be put on first. At the initial presentation put on each speech complete. Do not try to break them up into model studies at the first presentation. Arrangements for model studies for the present may be continued with the previous series of lectures and retain the new series for back-call work and public meetings.

"Message of Hope"

This is the title of the new introductory record. It has everything—fire, enthusiasm—and is a most gripping and convincing introduction to *Religion*, and is a message everyone should hear. Every phonograph should be equipped with one of these. The other side of the "Message of Hope" is Part 11 of Saturday's speech, "The End," which makes a splendid opening for arranging for a back-call. In fact, for either a doorstep setup or introducing the literature in the homes these excellent records cannot be beat. The "Message of Hope" is so convincing that practically every unprejudiced person who hears it will also want to hear the other side. Every publisher who has a phonograph, therefore, should put in his order immediately for this record P-229, P-230.

This record may be had, if ordered with complete sets before October 31, 1940, at 50c each. The complete series is being offered at a special rate up until October 31. There are 30 recordings, 15 discs, all of these on a contribution of $7.50. After October 31 the regular rate of 70c per record, or 6 for $3.50, will apply. If you are ordering more of one speech than of the other you can figure their cost on the rate of 50c a disc. (Cost to pioneers is shown on special order blank.)

This campaign should occupy the evenings of every publisher in the country throughout the coming fall and winter. It is of very great importance that this should be pushed with vigor while we have an opportunity of publishing the Kingdom message in this country. *The Watchtower* clearly proves that Armageddon is not far off. It therefore behooves all of the anointed and their companions to work with even greater diligence than ever before while it is still day. There is no time now to slack the hand. We should have at least 60,000 model studies going every week. That is only an average of one model study per publisher. It can be done, and if each one realizes his responsibility to The Theocracy he will put forth every effort to attain this quota.

"Conspiracy Against Democracy"

New Booklet by Brother Rutherford

This new publication comes as an answer to the question in the minds of countless multitudes who received the distributed invitations to the Theocratic convention but were unable to attend, as to when Judge Rutherford's speech to the public would appear in print. Conventioners are as eager as any to read it. In the booklet *Conspiracy Against Democracy* you have the full text, not only of the public address "Religion as a World Remedy", but also of the special address to the convention Saturday on "Times and Seasons", including the "Message of Hope".

The title "Conspiracy Against Democracy" calls attention to the painful fact that democracy in the yet remaining bulwarks of this system of government is under heavy attack, and why—because in the democratic countries the proclamation of The Theocratic Government is still continuing, with increasing success, and the totalitarian henchmen of the Devil and his demons must crush democracy finally in order to stop the activities of the Theocratic ambassadors. Fittingly, then, the booklet's front cover artistically displays the symbols of the two greatest remaining democracies; to wit, the Independence Hall tower against the background of the American flag, and the clock tower of London's Parliament Building against a Union Jack background. It should prove very catchy to all liberty-lovers. Just 5c for your personal copy, till released for public distribution during October's "CHALLENGE" Testimony Period. The usual rate for self-covered booklets will be charged on company and pioneer orders.

The *Informant*

Hereafter the *Informant* will not be mailed to the companies, but only a few copies for the use of the company servant and assistants at the service meetings. No *Informant* WILL BE SENT TO INDIVIDUALS ON REQUEST. In order to obtain the information they must associate with established companies and attend service meetings where the *Informant* will be read and discussed. Pioneers will, of course, continue to receive the *Informant*.

"Doorstep Setup" Month

Locust Assault-Method Foretold

The 1940 Calendar pad designates September as the month to stress and courageously apply the "doorstep setup". In support of this the pad quotes a portion of Joel 2:9, to wit, "They shall climb up upon the houses; they shall enter in at the windows like a thief."

Here is what the new book, *Religion*, has to say regarding the fulfillment of this ancient prophecy: "'They shall climb up upon the houses.' God's faithful servants go from house to house to bring the message of the kingdom to those who reside there, omitting none, not even the houses of the Roman Catholic Hierarchy, and there they give witness to the kingdom because they are commanded by the Most High to do so. 'They shall enter in at the windows like a thief.' They do not loot nor break into the houses, but *they set up their phonographs before the doors and windows* and send the message of the kingdom right into the houses into the ears of those who might wish to hear; and while those desiring to hear are hearing, some of the 'sour-pusses' are compelled to hear."—Page 196.

On the effectiveness of the phonograph, which is a part of the Lord's provided sound equipment, the same book, *Religion*, says: "Such burden-bearers are, to wit: . . . the radio; sound-cars; phonographs: . . . and such things. The radio was used as long as it appeared to be the will of the Lord and to the extent that his will was performed; and this was done without regard to the bitter opposition of the enemy. It has continued to be used only occasionally as the Lord permits. Jehovah's witnesses' speaking to the people when meeting them face to face affords a better opportunity than radio does to prove their faithfulness and to maintain their integrity and to claim the attention of those of good will. . . . *The sound machines are now even more effective than the radio*, and the results much greater."

September Report

September closes out the fiscal year 1940. The report for the month of September should be in the Brooklyn office by October 1 (or October 2) if at all possible. We are asking the co-operation of all publishers and servants to this end. All publishers will do their part by seeing that all their reports for the month are turned in to their servants by Sunday, September 29. The company servant's part is to see that the report is tabulated for the month of September and is mailed to the Society before ten o'clock Sunday night, September 29. Any publishers' reports that are not in by that time, do not wait for them; show them in the following month's report. Distant companies, particularly those west of the Rocky Mountains, are being asked to send in their reports by air mail.

New Publications

Refugees: German, Greek, Hollandish, Portuguese

Government and Peace: French, Italian, Spanish.

Face the Facts: Tagalog.

Model Study No. 1: Ukrainian.

Supremacy: German.

Angels: Portuguese.

In Stock

Model Study: Spanish.

New Records

P-219 to P-230, "The End."

P-231 to P-248, "Religion."

PFI-59, PFI-60; PFI-155, PFI-156; PFI-179, PFI-180.

September Offer

The campaign with the 25c combination offer of *Religion* and *Judge Rutherford Uncovers Fifth Column* has been extended to continue through the month of September; so why not be consistent with what is contained in the book you are offering the people and persistently keep at the doorstep setup method of introducing the message to those within the "houses" and behind their "windows"? The effectiveness of this method has not weakened with the wearing off of the novelty of it to the people now quite familiar with it. True, it causes an instant protest from the "goats", who at once identify you, but such therefore forestalls waste of any time with the unreceptive and speeds you along to those of good will who have a hearing ear for the "joyful sound".

Increase Sound Attendance

Those persistent in the use of the doorstep method know, and the records bear it out, that this method increases the number of sound attendance and thus puts your sound equipment to greater use. A machine is nonproductive increased sound attendance means more good-will created; it means more literature placed; it means more back-calls and model studies; in a word, greater results. That the Lord approves this method is shown, not alone by his blessing upon it in the past, but in that at the Theocratic convention he caused to be introduced a new model, a vertical-type phonograph, specifically designed for this doorstep procedure and to push it more intensively than heretofore. With the thousands of portable phonographs throughout the land we should have a larger sound attendance. Doorstep setting-up exercising will do it. If you have been timid or indifferent about using this method up till now, faith in the Lord will be manifested by starting in with it at least during this September. So doing, we should, all together, have the greatest sound attendance reported for September that we have ever had for one month.

July, a Convention Month

Splendid Report

During the month of July the *Watchtower* Campaign was being wound up. But on July 13 a bombshell was let loose country-wide in the form of a new booklet, *Judge Rutherford Uncovers Fifth Column*. The report for the month totaled 1,640,528 pieces of literature distributed, most of which, undoubtedly, was the new booklet.

Finishing the month came the glorious Theocratic Convention of Jehovah's witnesses. A total of 52,758 publishers reported over a million hours, with traveling to and from the conventions. Back-calls were weak; everyone will have to watch this from now on. By the end of the year probably we shall reach 60,000 publishers.

COMPANY PUBLISHERS' FIELD REPORT

	LAST YEAR			THIS YEAR		
	Company Pub'rs	Av. Hrs	Av. B-C	Company Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	44,436	19.1	2.3
Nov	25,863	10.9	2.4	41,146	15.4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	37,475	15.2	3.7
Feb.	29,599	14.4	3.0	39,454	13.6	2.8
Mar	31,729	15.2	2.9	41,648	14.5	3.1
April	36,247	17.2	2.4	45,559	14.3	3.0
May	35,629	16.7	2.2	49,023	16.9	2.9
June	33,903	16.6	2.5	55,039	20.3	2.3
July	37,172	18.3	1.8	49,648	14.8	1.8
Aug.	39,453	17.6	2.1	?	?	?
Sep.	38,371	15.2	1.6	?	?	?
Year	33,131	15.6	2.2	?	?	?

INFORMANT

OCTOBER, 1940 "My heart shall rejoice in thy salvation."—Ps. 13: 5. BROOKLYN, N. Y.

Rushed at Brooklyn

Orders Filled as Quickly as Possible

At the time of going to press with this *Informant* we were filling orders in the shipping department that the brethren mailed in here between the 13th and the 15th of September. If your order was mailed in later than that you will not receive it for a few weeks. We would appreciate very much if the companies would not write asking why they do not have their records or books.

At this moment we have made more than 1,150,000 *Religion* and over two million *Conspiracy Against Democracy*. All of these are shipped out and we are working day and night to get you your supplies as quickly as possible. Please be patient. If you do not have *Religion* or *Conspiracy Against Democracy* for the October campaign, go ahead with *Salvation* and any other booklet, particularly *Judge Rutherford Uncovers Fifth Column*. Push this with all your energy. As soon as you receive your order of *Religion* start on the new literature, and continue with these for the remaining part of October and all of November.

Some of the orders that are just now being received in the office (September 26) companies will not receive until nearly November 1, because of the many orders ahead of them. What is said above about literature also applies to your order for the new records.

Notice to Aliens

The United States Government, Department of Justice, has requested publicity with reference to aliens registering and being fingerprinted. The law requires all persons in the United States who are aliens to report to the Post Office in the community in which they reside for registering and to submit to being fingerprinted. All aliens should comply with this in obedience to the law.

Religion Testimony Cards

The testimony card for *Religion*, which is also the identification card for the publishers, has been printed and consigned to all companies. These identification cards should be handed out only to regular company publishers. They should NOT be given to persons who are not publishers of the Kingdom.

COMPANY PUBLISHERS' FIELD REPORT

	LAST YEAR			THIS YEAR		
	Company Pub'rs	Av. Hrs	Av. B-C	Company Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	44,436	19.1	2.3
Nov.	25,883	10.9	2.4	41,116	15.4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	37,475	15.2	3.7
Feb.	29,599	14.4	3.0	39,454	13.6	2.8
Mar.	31,729	15.2	2.9	41,648	14.5	3.1
April	36,247	17.2	2.4	45,559	14.3	3.0
May	35,629	16.7	2.2	49,023	16.9	2.9
June	33,903	16.6	2.5	55,039	20.3	2.3
July	37,172	18.3	1.8	49,618	14.8	1.8
Aug.	39,453	17.6	2.1	47,309	15.8	2.1
Sep.	38,371	15.2	1.6	?	?	?
Year	33,131	15.6	2.2	?	?	?

"Challenge" Testimony Period Begins

"Conspiracy Against Democracy" and "Religion" Featured

New Record, "Message of Hope," to Aid Distribution

The "Challenge" Testimony Period, October 1 to 31! What an incentive this is to all publishers of The Theocratic Government as we start the Society's new fiscal year of advertising the King and the Kingdom! All indications point to the fact that this year's activity will be the greatest and most interesting yet known and that the month of October will witness one of the most decisive blows ever to be handed to the Devil and his wicked crowd who are determined to destroy God's faithful servants.

To merely make the above statements doesn't make them true, but it is now the privilege and responsibility of every supporter of The Theocracy to see to it that he makes them established facts and faithfully carries out his assigned part of God's side of the "Challenge". All of Jehovah's ambassadors appreciate the meaning of the "Challenge" and realize the importance of informing others of good will about it; therefore it is to be expected that the Lord would provide the proper equipment to use in sounding this message throughout the earth.

Equipment

A new booklet, *Conspiracy Against Democracy*, which contains Brother Rutherford's Saturday and Sunday talks given at the Theocratic Convention of Jehovah's witnesses, will be offered to the public for the first time beginning October 1. This booklet, together with the new book, *Religion*, will be placed with the people on a 25c contribution. These two publications clearly put the issue before all persons, showing them Jehovah's challenge and what course to take in order to have life under His righteous government.

To aid in this distribution a new record has been provided, and every Kingdom publisher owning a phonograph should have one to use in this campaign. It is "Message of Hope", P-230, and Part 11 of "The End", P-229. Use it extensively! It has been suggested that those not taking a combination of *Religion* and *Conspiracy Against Democracy* on a 25c contribution be offered a 10c combination of three booklets, namely, *Refugees*, *Judge Rutherford Uncovers Fifth Column*, and *Conspiracy Against Democracy* (or any other three-booklet combination including *Conspiracy Against Democracy*). If not agreeable to that, the booklet *Conspiracy Against Democracy* should be left with the party on any contribution, or free where they cannot afford a small contribution and yet really want to read the booklet.

Preparation

By this time all arrangements should have been made for a successful campaign in your company. It is necessary that the company servant co-operate with all servants regarding the "Challenge" Testimony Period, and particularly the stockkeeper, territory servant and the back-call servant, to see that sufficient supplies of the book *Religion* and the booklet *Conspiracy Against Democracy* are on hand for every publisher. Each publisher should be able to place at least five of the book *Religion* and 50 copies of the new booklet in the hands of the people during the month. All thickly settled territory should be thoroughly covered during the campaign and all goodwill interest called upon at least once during the month. Companies not yet receiving their new literature should go right ahead with what books and booklets they have on hand, not letting any time slip by in which a witness can be given.

New Testimony Cards

The Society is consigning a new (*Religion*) testimony card to all companies, and this should be used during the campaign. Pioneers will receive theirs with this *Informant*. This initial supply should be preserved; there will be no reprinting of this testimony card.

Having all things in readiness, and determined, by the Lord's grace, to put forth greater effort than ever before, all servants of the Most High will go forward during the "Challenge" Testimony Period declaring themselves entirely against all wicked schemes of the Devil and wholly on the side of The Theocratic Government.

Let Those Who Have an Ear to Hear, Hear!

Back-Calls Our Big Work

Use "Religion" and "The End"

The new recordings "Religion" and "The End" are being shipped, and should be in use everywhere. Keep in mind that these lectures were not broadcast and the only ones who heard them were the comparatively few persons who were able to get into the eighteen convention auditoriums. Tens of thousands were turned away from these places because of lack of seating capacity. These and millions of others who have been accustomed to hearing the special lectures by radio are depending upon the publishers of the Kingdom for this information now. Every one of us must be up and doing to see that they are given this opportunity while it is possible to still continue preaching the Kingdom message in this country. You who have already heard the message know its power and its importance, and how necessary it is that those who have not heard this message be given an opportunity to hear it.

This wonderful fall weather should not be wasted, but should be utilized to the glory of the Lord, and, in addition to the various other features of the Kingdom work, back-calls should be made on the people now with these new series of recordings.

Every publisher, of course, is going to have the special record P-229, P-230 ("Message of Hope"), so as to properly introduce the Kingdom message to the people.

The Lord is evidently maneuvering the enemy so that it has been possible for Jehovah's witnesses to obtain more publicity during the past few months than we had ever received in the past. This is, undoubtedly, going to create a certain amount of curiosity in the minds of many people. Your back-call will help these folks out. They will want to know more about Jehovah's witnesses and the Kingdom message they present to the people. It is up to the publishers to take advantage of this situation. Even though in practically all cases those writing the news articles for the public press do it with the intent of misrepresenting and ridiculing the Kingdom work, those people of good will who are hungering and thirsting after righteousness will be able to get sufficient out of it to make them want to know more. The Lord assures us that He will even cause the wrath of men to praise Him. Let us, therefore, give great diligence to the back-call work during this fall with this new series of records. We hope to have something more definite for you on the model studies with these recordings at a later date.

Our Year's Kingdom Work

Now that our new fiscal year is starting, all companies will wish to prepare a chart to indicate the progress being made by the company. A sample of such chart was set out in the October, 1939, *Informant*; however, the current chart should have an additional space for "Individual Magazines". We look forward to this year with joy and seek Jehovah's guidance in our Theocratic service!

How to Place 100-Pound Orders

Combine Orders

On the first page of the Cost List there is set forth instructions on ordering, including how to estimate 100-pound orders. All company servants, stockkeepers and pioneers should be well acquainted with these instructions. Inasmuch as we ship the orders from the factory in the most economical way, which is by freight, it must be remembered that orders weighing less than 100 pounds cost the same amount to ship as those that weigh 100 pounds. This means careful planning, so that it can be determined when to order (and to estimate 100-pound orders) efficiently. If every company would keep a progressive inventory it would enable them to know well in advance just what stock will be needed. Small companies that cannot place 100-pound orders should also carefully arrange their orders, so that they will need to make up only one order about every two months. Pioneers working with companies (especially small companies) can make arrangements with the company servants to combine their orders; meaning that the pioneer can include his order in the same envelope with that of the company, with instructions that the orders be shipped together. This will greatly aid in making 100-pound orders. Following the above rules will save the Society money, which can be used to further advance the Kingdom interests.

The Messenger

The Messenger is now being mailed out, a limited edition having been printed. This is a splendid journal for all Kingdom publishers to now use extensively, while it is fresh, having in mind the back-call work in particular. The people of good will on our back-calls, having heard the new series of records, which are the best that have ever been made, will be so inspired that they will want to have a complete report on the greatest Theocratic convention ever held on earth. Now the back-call work is being intensified, and all should possess a copy of this magazine. It will enable them to visualize the magnitude of the publishing of the Kingdom message and the unity in action of the Lord's people. Therefore, order more of *The Messenger* now, while there is still a supply on hand. They are 10c a copy, and a remittance should accompany your order.

The Inventory

Each pioneer and company is being furnished two Inventory blanks. You will note that these should be made out and one copy sent in to the Society by October 1. As indicated elsewhere in this *Informant*, we are preparing for a mammoth distribution of booklets during December; and it is therefore imperative that we receive the Inventory blank promptly, so that we can determine the quantity of booklets on hand throughout the country. Your copy will be valuable in determining your needs for making up combinations and, maybe, using some of your stock to supply other companies or pioneers.

A Suggestion

Many of the brethren have found it profitable to review *The Watchtower* of September 15, 1939, and of November 1, 1939. These two articles can be read with real profit, considering carefully all scriptures set forth therein.

"Courage" Testimony Period

Three Million Booklets to Go Out

Check Your Stock Now, and Plan

By the time December rolls around we shall have had four months in which to offer the new book *Religion*, and the results will probably show that this book has had a wider distribution than any other one book in the same period of time.

December has always proved to be a good month in which to make a "special offer"; and so again it will be set aside for that purpose. Seven booklets on a 25c contribution, or three on a 10c contribution, has always been considered a good offer, in view of the fact that most publications of that size generally "sell" at ten cents or more per copy. But now, for the month of December, all precedents are shattered, as we make available *seven* on a contribution of *ten cents*, or *three* on a contribution of *five cents;* booklets that answer practically any question a reasonable-minded person can ask. This offer should certainly "take", and every publisher of The Theocracy should make upward of ten placements of seven booklets during the period.

In order to be able to make such a generous offer to the people, all company publishers will be charged at one cent each for all booklets, colored-cover and self-covered, English and foreign. The companies will, on application to the Society, be allowed a rebate on all colored-cover booklets used from their stock. Everything in stock should be moved out!

If we are to place three million booklets with the people, it means that proper advance preparations must be made by all companies and pioneers, so that all will be adequately supplied for the campaign. Your Inventory will have been taken and you will know what you have on hand and what additional booklets you will have to order to care for your needs. If you act promptly, we shall be able to get these to you well in advance of the December campaign. With the September statement, which will be mailed out about October 10, will be sent more details and a special order blank which you will use in acquainting us with your booklet needs. Do some planning now for the December, "COURAGE" Testimony Period.

Take Subscriptions for Magazines Published, Only

For the information of all publishers:

Due to the war, some of the Society's magazines have been discontinued. The Society at Brooklyn continues to mail out regularly the following magazines:

The Watchtower: English, Greek, Italian, Polish, Portuguese, Russian, Slovak, Spanish, and Ukrainian.

Consolation: English, Greek, Portuguese, Spanish, Ukrainian.

Do not take subscriptions for any other languages. Those brethren who have subscribed for magazines no longer mailed out may have their subscriptions transferred to the English edition or any other language at the moment available. Please do not take subscriptions for languages not listed above.

All Should Carry the Magazines

It is not at all sufficient for the magazine publishers to have a good supply of the *Watchtower* and *Consolation* magazines. All publishers should take along a supply of these magazines with them when they go out in the field or on back-calls. Each time a publisher goes out witnessing he should take along at least two copies of *The Watchtower* or *Consolation*, or of both. Every Kingdom publisher should become *Watchtower*- and *Consolation*-conscious. Discuss this at your service meetings, and let the advertising servant order sufficient magazines to care for the needs of the entire company. Each company should be ordering at least two copies of each magazine for every regular publisher, besides the number of copies required by the magazine publishers. Take this all into consideration, and INCREASE your distributors' order accordingly. This is, without doubt, the most important work we have ever undertaken. Let us show we appreciate the great importance of this work by wholeheartedly engaging in it. We know the Lord's rich blessing and favor is upon this magazine distribution; for His due time is here to gather together the great multitude of people of good will. Truly our hearts rejoice in the salvation of Jehovah, and it is therefore with much joy that all those who have a vision of THE THEOCRACY press on in the wonderful work now set before them.

Special Notice

The booklets *Neutrality* and *Advice for Kingdom Publishers* were furnished to all publishers free, by the Society through the company organization. Some publishers have been careless and misplaced their copies of these booklets and have asked the company servant for a new supply. The Society cannot continue to furnish these booklets free. Anyone wanting extra copies can place an order through the company at 5c a copy, as long as they last. Remittance must accompany order.

Mail

The Canadian Post Office advises the United States Post Office Department that an order has been issued in Canada prohibiting the delivery of all mail addressed to or coming from the Watch Tower Bible & Tract Society in Canada. We advise that the American brethren no longer write to persons in Canada concerning the activity of Jehovah's witnesses, as it is prohibited.

November Witness

Due to the rush of work here, not all companies and pioneers will receive their supply of *Religion*, new records or the new booklet for use in October. By November 1, however, probably every publisher in the country will have available to him all the new literature and records. So continue throughout November with the same campaign as outlined for October. There can be no slacking now in the zeal of the Lord's people.

Don't Forget Subscriptions

Have You Considered Pioneer Service?

Feed the Multitude

The Lord Jesus gave the commission to Peter, and which extends to the remnant and their companions, the Jonadabs: "Feed my sheep." That commission is not fulfilled by merely placing the literature, containing the spiritual food made available by the Lord, in the hands of the people. In order that those of good will may assimilate that food and take their place in the "cities of refuge", studies must be arranged for their benefit.

Model Studies

Brother Rutherford, in his letter of January 20 of this year, emphasized back-calls and model studies as being "one of the best means of informing those who are somewhat interested of their privileges and the necessity of service". And so *every publisher*, in order to help fulfill his commission, should determine to immediately arrange for, and conduct, model studies in his individual territory. The publisher should let the people in his territory know that he is interested in their acquiring an accurate knowledge of Jehovah's provisions and that he will be glad to go over with them any questions they may have. A long discussion is unnecessary (and usually out of place) at the initial call when the literature is left. But every placement of the book *Religion* should be made the occasion for a back-call with the ultimate object in mind of starting a model study; and this can easily be done if the new record "Message of Hope" (P-230) is used when the literature is introduced. Let each publisher set the quota of, and continuously care for, one model study and two more back-calls per week. The company should set its quota accordingly. The company and back-call servants should assist every publisher in starting a model study.

"Religion" Book Studies

As indicated in November, 1939, *Informant*, book studies should be established at strategic places throughout the company territory and such be used as study and service headquarters, under the direction of the study conductor and company servant. The study conductor should follow closely the instructions contained on Study Conductor's Report, except that hereafter the *Informant* will not be available for distribution. (See notice elsewhere concerning this.) The publishers attending these studies and living in the territory assigned to them should recognize their responsibility of attending the studies and co-operating in every way.

It is proper that such study groups use the latest book publications of the Society. *Salvation* has been the book so used. Now that *Religion* is available, this will be used where *Salvation* has been covered once. All new studies established should use *Religion*.

"Watchtower" Studies

Of course, every company should have a *Watchtower* study and service meeting at its headquarters, and all those conducting model and book studies should always mention these at their studies and if possible arrange to bring the newly interested there.

Supplies and Report Cards

A year's supply of Report cards, with a letter of instruction on reporting, and three Pioneer Daily Record Sheets, will be sent to each pioneer on or about October 1. Also, and at the same time, each company will be sent a year's supply of Report cards, with a letter of instruction on reporting, and one Company Monthly Record Sheet.

INFORMANT

NOVEMBER, 1940 "My heart shall rejoice in thy salvation."—Ps. 13:5. BROOKLYN, N. Y.

"Courage" Testimony Period a Booklet Month

Special!! 7 Booklets on 10c Contribution!

Be a Publisher

Plan Now for Biggest Month

For the month of December, "COURAGE" Testimony Period, the Lord has opened the way for a tremendous witness with booklets. Now the opportunity is here for the biggest booklet month, and each and every one will embrace it with enthusiasm.

All publishers realize that these booklets contain food convenient provided by the Lord and essential for the welfare of the people. The message contained in these booklets plays a very powerful and vital part in the great drama of vindication now going on; consequently they should be in the hands of the people, and not on book shelves.

Good-Will People

Undoubtedly there are thousands among the good-will names, and those attending model studies, and even attending company meetings and going out in the service, who have not read the very important message contained in many of these older booklets, such as *Angels, Intolerance, Dividing the People, The Crisis,* and numerous other booklets. All of these persons should read these booklets. Therefore see that these booklets are made available to every person of good-will associated with the company or in your back-call file; 7 on a 10c contribution, 17 on a 25c contribution, or even 35 on contribution of 50c. What an offer!!

In addition to these, the message must be placed in the hands of the tens of thousands of other people of good-will whose names are not now on our files. Therefore each and every one should take advantage of this splendid opportunity to push this booklet campaign with vigor and enthusiasm. The time is short. The amount of work to be done is great. Therefore let each one do his part in devoting as much time and effort as possible to this campaign. Take care of your part of the quota!

According to the latest inventory sheets there are more than ten million booklets in the hands of the companies and pioneers throughout the country. These should be placed with the people quickly. The campaign includes both English and foreign-language booklets, so that everyone can participate in it and every type of territory can be thoroughly worked, morning, afternoon and night, seven days a week. These booklets are to be placed at 7 on a contribution of 10c; or where the people are unable to make a ten-cent contribution, 3 booklets may be offered on a 5c contribution, or one on any contribution the people are able to offer. Don't forget, too, 17 booklets on a contribution of 25c, or 35 on a 50c contribution; try it. This is a real booklet campaign; let's do all we can in the interests of The Theocracy.

If each of the 50,000 company publishers will place 10 combinations of 7 booklets during the month, that will take care of 3½ million of the 10 million booklets now in the hands of the companies. Can the company publishers do that?

Pioneers, of course, will enthusiastically participate in this campaign also, although provisions are made for them to include other literature where desirable. Each pioneer will try to average 5 combinations, or 35 booklets, per day. 3,800 pioneers, putting in full time, should place about 3,000,000 booklets themselves. Therefore there seems to be no reason why, between the companies and pioneers, at least 5 million of the 10 million booklets now on the shelves of the companies and pioneers cannot be disposed of during the "COURAGE" Testimony Period. The *Conspiracy Against Democracy* booklet may be included in each combination of the older booklets placed. It will be of interest to see if the 3,800 pioneers will place as many booklets as the 50,000 company publishers.

Careful Planning

The company servant should check up as instructed in the other correspondence sent to him and see that there is sufficient literature on hand to make up the quota of combinations for the publishers in your company. That would mean sufficient booklets for 10 combinations for each publisher. Accept this as the Lord's direction in the matter and see that that many booklets are on hand. Some servants think their judgment in matters of this nature is better than that of the Lord through his organization and they refrain from ordering sufficient stock, and, as a rule, the stock they have on hand is disposed of before the campaign is half over and the rest of the month they just indifferently plod along with anything they can make up. With the large number of booklets available for this campaign there is no excuse for anything like this to happen now.

Checking Progress

An accurate check should be kept of the progress of the work each week. At the end of the first week an average of 3 combinations per publisher should be in evidence, and if the company is falling behind in their quota an effort should be made to ascertain the cause and overcome it. Similarly, by the end of two weeks an average of 5 combinations per publisher should be placed; and by the end of 3 weeks, 8 combinations. By watching the progress in this manner results can and will be obtained. By the end of the month each company should have a new peak in publishers, showing their "COURAGE" in giving the testimony, and all average the 10 combinations. What will your company do?

These booklets are to be supplied by the companies to the publishers, from the stockroom, at 1c each. This includes self-covered and colored-cover booklets, and applies to both English and foreign languages. The kind of booklets to comprise each combination will be determined by the stock that is available in the company; consequently each publisher should co-operate with the stockkeeper and the other company servants in disposing of the booklets that are in the company's stock. Generally speaking, 4 colored-cover booklets and 3 self-covered booklets will comprise a combination. However, if there is a large supply of self-covered booklets on hand and not so many colored-cover, the number may be changed to 4 self-covered and 3 colored-cover booklets. Adjust the combinations to dispose of your local stock first. Additional supplies may be obtained from the Society to make up combinations. Instructions regarding this are supplied the company servant and stockkeeper; also, the servants are receiving full information regarding the adjustment of the account.

The following suggestion is made in the interests of a wider distribution of the booklets. Those companies west of the Rocky Mountains should feature *Dividing the People Angels, His Works, His Vengeance, Beyond the Grave, Supremacy, Intolerance, Righteous Ruler,* and *The Crisis,* of all of which we have a good supply in that territory. Those in the vicinity of the St. Louis and Brooklyn depots should emphasize *Safety, Government–Hiding the Truth: Why?* and *The Crisis, Intolerance, Angels,* and *Dividing the People.*

December can be made a month wherein the Devil's crowd can see the courage of the Lord's people despite all opposition.

Yearbook and Calendar

The 1941 *Yearbook of Jehovah's witnesses* and the Calendar are being prepared. The *Yearbook* contains the complete report, written by Brother Rutherford, of the activities of Jehovah's witnesses for the past year, which will be a joy to everyone. The Calendar contains the text for 1941: "'Salvation unto our God . . . and unto the Lamb.' —Rev. 7:10." Both of these should be in every home where they will be a comfort to you.

The *Yearbook* can be had on a contribution of 50c; and the Calendar, 25c (in lots of five or more, to the same address, 20c each). Orders for the *Yearbook* and the Calendar should be placed through the company servant. For the *Yearbook* and the Calendar, company servants should send their orders in to the Society around December 1.

1941 Quota

15½ Million Hours

Average 60,000 Publishers

Jehovah has poured out a rich blessing upon His people during the past year. The greatest amount of work ever accomplished in the United States was done during the past twelve months. The *Yearbook,* now being prepared, will give you the president's report of the activity of Jehovah's witnesses throughout the world, which, of course, will include that of the United States. At this time we look forward to the work ahead compared to that which has been accomplished in the way of publishers and their hours in the field. During the past year there was an average of 47,762 company publishers and pioneers in the field service every month. In the United States we reached a peak of 58,009 in June. The peak that we were aiming at for the year, of 50,000, was surpassed. Many of the "great multitude" saw the responsibility and joined in singing the new song.

This group of publishers put in more than 12½ million hours in the field service. The company publishers averaged 15.9 hours per month, and the pioneers 111.9 hours per month.

It is estimated that during 1941, having in mind a like increase over the previous year, there will be an average of 56,500 company publishers in the field and, on the average, 3,500 pioneers and zone servants reporting regularly. The above total of 60,000 publishers for the United States is an average we hope to attain for the twelve months of 1941; but, as a peak for the year, it is expected there will be 70,000 publishers proclaiming the Kingdom message. That will mean that every company organization will strive diligently to increase their number of publishers approximately 25 percent over their peak for 1940.

Hours

Having in mind what the publishers have been doing in the past, it is believed that, with 60,000 publishers (3,500 of these being pioneers), a total of 15,500,000 hours will be spent in the proclamation of the Kingdom in 1941. By the Lord's grace that amount of time can be spent in field service and will be.

Every person interested in The Theocracy should strive diligently to be a publisher and then do all within his power to put in as many hours in the field as possible and strive toward that quota of 60 hours per company publisher or of 150 hours per month for pioneers, having in mind, too, the 12 back-calls per month per publisher. Publishers, hours and back-calls should be kept prominently before the minds of the brethren throughout the year.

If the publishers of the Kingdom put in a total of 15,500,000 hours, then it can be expected that upward of 2 million bound books will be placed in the field, 15,000,000 book-

(*Continued on page 2, column 1*)

Another! by Brother Rutherford, "Satisfied"

Prepare Territory with New Booklet for "Watchtower" Campaign

Consignments Being Made to All Companies

Pioneers Should Order

In these days of great distress and perplexity the new booklet, *Satisfied,* is something that people of good-will will want to read and study. The contents of this 32-page booklet, self-covered, shows how and by whom the heart's desire of all men of good-will shall be satisfied soon. The front-cover picture sets forth the story as related by the author, Brother Rutherford.

A copy of *Satisfied* can be had immediately by contributing five cents.

Campaign

Beginning January 1, and for the entire month, all the publishers will cover as much territory as possible leaving the booklet *Satisfied* at all the homes where the people will read. The contribution asked will be that of 5 cents a copy, or anything they desire to give so that more copies can be printed. The purpose of this work is to prepare the territory for the *Watchtower* Campaign, which will begin on February 1. Each company and pioneer should select for the month of January a certain portion of the territory which they expect to cover thoroughly, beginning February 1, for *Watchtower* subscriptions. You will appreciate the need of this arrangement after you read the new booklet *Satisfied.* It is a splendid booklet to prepare the minds of the people for the reading of *The Watchtower,* and the booklet properly distributed throughout the territory means that the people in your territory will also expect you to engage in magazine street work at definite hours each week. The booklet *Satisfied* will be a very good publication to discuss carefully at your service meeting. Portions of it can be discussed on various evenings prior to January 1.

Consignments

Should the company want a few copies immediately for their own use amongst the brethren they can order them right now at five cents a copy. Consignments will be made to all company organizations throughout the country so that you will have them by January 1, 1941. Pioneers will not receive a consignment, but should order them and engage in a similar campaign. The details of this campaign will be furnished later.

Another Year Ended

Have You Shared in the Proclamation?

The *Yearbook* will set out the detailed report of what was accomplished in the United States, but sufficient to say now is that the greatest number of publishers ever to engage in the field service in the U. S. A. were privileged to share in that blessed work during 1940. In the United States alone there was a monthly average of 47,762 publishers engaging in the field service. The company publishers averaged 15.9 hours, and the pioneers 111.9.

What are the publishers of the Kingdom going to average during 1941? It will be interesting to watch your Kingdom activities chart from month to month. Our prayer is that all the brethren will take advantage of all the opportunities now extended to them; first, of being a publisher and putting time in the field, making back-calls, arranging model studies, carrying on the magazine work, engaging in the door-to-door witness with the phonograph, attending the *Watchtower* study regularly, as well as service meetings, and arranging for sufficient studies for all the people of good-will in the territory. Jehovah richly blessed the Theocratic arrangements of last year, and we look forward to 1941 for His guidance and direction under the Theocratic arrangement.

COMPANY PUBLISHERS' FIELD REPORT

	LAST YEAR			THIS YEAR		
	Company Pub'rs	Av. Hrs	Av. B-C	Company Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	44,436	19.1	2.3
Nov.	25,863	10.9	2.4	41,146	15.4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	37,475	15 2	3.7
Feb.	29,599	14.4	3.0	39,454	13.6	2.8
Mar.	31,729	15.2	2.9	44,648	14.5	3.1
April	36,247	17.2	2.4	45,559	14.3	3.0
May	35,629	16.7	2.2	49,023	16.9	2.9
June	33,903	16.6	2.5	55,039	20.3	2.3
July	37,172	18.3	1.8	49,648	14.8	1.8
Aug.	39,453	17.6	2 1	47,309	15.8	2.4
Sep.	38,371	15.2	1.6	47,151	16.2	2.2
Year	33,131	15.6	2.2	45,076	15.9	2.5

(*Continued from page 1, column 4*)

lets, and over 3½ million magazines. This would indeed be a glorious witness to the honor of the only true God, Jehovah. Follow, month by month, the campaign as outlined by the Lord's Theocratic Organization, and be blessed.

Hundreds of Thousands of Foreign Booklets Can Be Placed

A definite part of the "COURAGE" Testimony Period, during December, will be getting out the Kingdom message in their own tongue to the people of good-will who do not understand the English language so well. There are people of this type in practically every company and pioneer territory. Some of these have never had a fair opportunity to receive the message of the Kingdom because the majority of the publishers have carried with them only English literature.

In order to properly carry on the work of "COURAGE" Testimony Period each company and pioneer should determine to make the message available to these foreign-language territories, so that the people therein may know of the Kingdom and its attendant blessings. Quickly determine what languages are required and approximately how many booklets can be used, and send in your order promptly.

Many of the larger companies have a good supply of the foreign booklets on hand, and should embrace this opportunity of getting them out into the hands of the people of good-will. Special arrangements should be made to cover the foreign-language territory thoroughly, possibly by group witnessing. Set at least one weekday aside during each week of the month for that purpose. All foreign booklets, including the old-style, large booklets, will be offered on the same contribution as the English, namely, combination of 7 on a contribution of 10c, or 3 on a 5c contribution.

There are approximately three-fourths of a million foreign booklets in the hands of the companies and pioneers. Place them with the people. The zone servants know of foreign territories in their zones, as well as the quantity of such literature in the hands of the companies. They can materially assist in getting these booklets where they are needed.

Lost and Found

There are a few articles left over from the Detroit convention "Lost and Found" department for which we have received no inquiry. Anyone who lost any articles at the convention, please write the Society regarding them; they may be on hand here.

Have You Considered Pioneer Service?

Special Wrapper to Aid Booklet Distribution

To assist all Theocratic ambassadors in placing booklets in the hands of the people during December, the Society has printed and is consigning a special wrapper which is to be used in making up packets of seven booklets each for the "COURAGE" Testimony Period. Since the offer during this campaign is seven booklets on a 10c contribution, these convenient and attractive wrappers will greatly aid all Kingdom publishers.

All companies are being sent a consignment on the basis of 10 wrappers to each regular publisher, while pioneers will be sent 100 each. Please do not order any extra wrappers, as only one printing was made. Each company can make their own arrangements for pasting this wrapper together. It may be suggested that several get together and complete the entire company consignment and have the wrappers all ready for the publishers when they get their supply of booklets. A pasting mark has been printed on the wrapper so that all will be uniform. Giving the booklets a slight bend will aid in putting them in the wrapper.

This bright-colored wrapper bears a testimony on the front and back sides and will be handy for reading however picked up. The top and the bottom booklet can be placed face out, thus providing further testimony from either side.

Your Orders

Some companies have written in saying they have not received their *Conspiracy Against Democracy* booklets or their new records. We feel sure that all companies will receive their supplies during the month of November. We are still several weeks behind on orders, due to the failure of the manufacturers of the records to supply them fast enough. It is believed that within the next ten days the manufacturers of the records "Religion" and "The End" will have sufficient supplies delivered to us to fill all back orders except those being filled from the West Coast depot. We appreciate very much the hearty co-operation on the part of all of the brethren in being patient and waiting until they have received their orders. During the last month we have shipped out from the Brooklyn office more than 230,000 bound books and 3,800,000 booklets. In fact, it was everything that we manufactured. We hope to catch up soon.

November Work

Use Your Sound Equipment!

"And seven priests, bearing seven trumpets . . . went on continually, and blew with the trumpets." (Joshua 6:13) That is the text for this month in the 1940 Calendar. Here and also in Joel 2:9 Jehovah foretold the great work that would be carried on by his organization at the present time by means of the sound equipment, and which is so vividly set forth in the book *Religion* in the chapter "United Servants".

Jehovah has provided his servants with the splendid new recordings, "Message of Hope" to aid in distributing the literature and arranging for back-calls, and the two new series "Religion" and "The End" for use in the back-call work. All publishers of The Theocracy should put this equipment to good use at every opportunity. During November the same offer will be used as that for the month of October, the latest book, *Religion,* and the new booklet *Conspiracy Against Democracy,* on a contribution of 25c.

Making Setups

In the use of the phonograph in the door-to-door witness work (always being ready to make a door-step setup) it would be entirely ineffective and improper in introducing the recorded lecture by *asking* the person who answers the door if he would like to listen to the message of the Kingdom. In answer they would most likely say "No", or "I am not interested". On the contrary, words to this effect should be used: 'I have a very interesting message on this record, which you will be glad to hear, I am sure'; and then set the needle down on the record immediately; thus doing our utmost to enable the people to have every opportunity to hear the good news of The Theocracy. At the command of the Lord through Joshua, the priests of the Israelites sounded the trumpets, and did not ask for permission to do so, but went straight ahead, trusting in Jehovah. This does not mean that we should be rude and try to force the people to hear the message, but instead, if one refuses to hear the record further, we should politely withdraw immediately and use our time only to seek those who are of good-will and who desire to know the way of escape and safety. "And whosoever will, let him take the water of life freely." (Rev. 22:17)

Kingdom News No. 7

We are glad to advise that a new issue of *Kingdom News,* No. 7, is now available for distribution. This *Kingdom News* contains a powerful message appropriate for this time.

All companies should order a good supply of these immediately, and use them in their respective territories. A copy should be left in each home. They should be remitted for at 50c per thousand, and, if possible, ordered at the same time with other literature, to save expense in shipping. Pioneers may have 1,000 free when ordered with other literature.

"Law-abiding"

The Society is including with the supply of wrappers for each company a supply of the leaflet "Law-abiding".

One of these leaflets is provided for each publisher in the company and should be carried by the publisher always. It may be shown to any police officer or other official interfering with the prosecution of the Kingdom service. These should be kept neat and clean and carefully preserved.

DON'T FORGET SUBSCRIPTIONS

INFORMANT

DECEMBER, 1940 "My heart shall rejoice in thy salvation."—Ps. 13:5. BROOKLYN, N. Y.

Attention!!

Company, Zone, and Regional Servants!

Prior to the receipt of this *Informant*, all preliminary preparations should have been completed by all concerned to make this "COURAGE" Testimony month the greatest ever in the number of placements and quantity of booklets left with the people.

In order to properly follow through, so that there may be no 'loopholes', constant attention will be necessary on the part of the various servants in the companies, and especially on the part of the company servant and the zone servant. The zone servant will have had information from companies in his zone as to the amount and kind of excess literature on hand, so that he can see that this is properly distributed among the companies and pioneers. If NOT ALL of the old booklet stock in his zone moves out, it should not be for lack of his attention or of co-operation with other servants.

Both the zone servant and the company servant should endeavor to "pep up" the 7-booklet combination offer at every service meeting. Show the publishers why they should put forth every effort possible to literally swamp the territory with these booklets. Constructive suggestions should be made as to how these combinations may be placed in the field. Pioneers who are adept at this should assist the company publishers, both in the field and by offering suggestions at the service meetings. Regional servants should also emphasize this special campaign at zone assemblies all during December.

Every study group should go into full swing during this campaign, properly covering with the 7-booklet combinations the territory assigned to the group. The study conductor should arrange for witnessing on Sundays, and during the week as well for those who can put in additional time.

The entire organization should (as indicated by the "Ehud" series in *The Watchtower*) go forward in harmonious action with the end in view of disposing of ALL the old booklets in stock!

The Messenger

There are several thousand copies of *The Messenger* left. These have been found to be very interesting to persons of good-will and easily placed in back-calls. The few remaining copies we are letting go at five cents a copy. Get your extra supply while they last.

Let's Go! "Courage" Testmony Period Begins

Will You Place 3 Combinations the First Week?

More than 10,000,000 Booklets Ready for Witness

By this time the preparations for the greatest of all booklet campaigns are completed. There are now over 10 million booklets on hand with the companies and pioneers, and both have ordered several million more. Therefore companies and pioneers are fully equipped, and all company and pioneer publishers prepared to start off in this campaign with a BANG. It is estimated that 5 million of the 10 million booklets now on hand will be placed during the month of December. It will be done. That is a vast amount of literature; life-sustaining food for the people of good-will, a great joy and blessing in store for all who have a part in the distribution, and a terrifying blow to the Devil's organization. All good-will names, territory, and sound equipment should be in order and ready. Special wrappers also should be pasted and handed out to facilitate the booklet distribution. Everyone should be thoroughly familiar with the details of the special offer and the quota set for company publishers and pioneers, as outlined in the November *Informant*.

Every Publisher Ready for Campaign

A splendid example is given us in Ehud's being fully prepared when he went forward to meet the enemy. He trusted in the Lord for guidance and strength, and when the proper time came he quickly drew the sword and with the greatest force plunged it into the belly of the fat king Eglon. The same thing with this booklet campaign—*preparation, courage,* and *speedy action* are essential requisites. There should be a peak of publishers in December. There are ten days in particular on which everyone should get out, the "Christmas" holiday, when practically everyone will be free for field service, and the Saturdays and Sundays. All publishers should arrange their affairs so that every minute of time possible will be used in getting out into the field to place this special offer with the people. Each company publisher should be equipped with his quota of 10 combinations for the month. Remember also the foreign territory. Proper covering of the foreign territory with this special offer and preparations as outlined in the November *Informant* should be stressed.

At each service meeting a weekly report should be given. This weekly report will show the progress that the company is making in attaining its quota of combinations placed, week by week. This will enable the companies to be better prepared to attain their quota and push forward this campaign in their territory with increasing force. Every publisher will be on his toes to do his part. To make this campaign have a fitting climax it is being extended to include New Year's Day, on which day every publisher will get out into the field and begin with the new booklet *Satisfied* in every combination, as well as begin covering territory preparatory to the February campaign. Let's go! Make "Courage" Testimony one of the greatest witnesses ever given.

January Witness, "Satisfied"

Will It Be 60,000 Publishers by January?

Millions of Booklets Being Shipped on Consignment

Pioneers Are Ordering

The November *Informant* called our attention to a new booklet by Brother Rutherford—*Satisfied.* We commence distributing this booklet on January 1, using it exclusively throughout that month in order to prepare the field for the *Watchtower* campaign that is to follow.

To the anointed and Jonadabs alike this booklet will be found thrilling and refreshing beyond words; and to the people of good-will, indispensable. These are located in the homes, in the business offices, on the streets, and even in the air-raid shelters. In fact, everywhere where people congregate such people of good-will may be located.

Why the Campaign?

1. To carry to these hungering souls the message contained in this booklet.

2. To prepare the field for the *Watchtower* campaign to follow.

3. To direct the people of good-will to look for and expect to see Jehovah's witnesses on the street with *The Watchtower.*

The publishers who are faithfully availing themselves of their great privileges now are being used by the Lord in this manner to feed and comfort the people with provisions from the Lord's storehouse.

The booklet *Satisfied* is consigned to each company on the basis of 30 copies for each publisher in the company, and each publisher should have a part in the campaign and see that his 30 copies are placed in the hands of the people. This should be done in the regular house-to-house work and in your magazine routes. They may be placed with the magazines on the streets, and, of course, all names on your back-call files should be supplied with a copy. This campaign should be so complete that the booklet *Satisfied* should be discussed among the people everywhere, and this can be done by Jehovah's witnesses' enthusiastically carrying on this campaign. Take them with you to your work. Have your associates in the office and factory reading and discussing it. Take them to the market places; magazine publishers holding them before the people in the streets and in every other manner possible keep this booklet prominent during the month of January; and if we do that, much will be accomplished in preparing the field for the *Watchtower* campaign.

A New Peak in January

There are over 60,000 publishers associated with the companies. Practically all of them can get out some time during the month. At 30 booklets each, this will run close to two million copies. There are some four thousand pioneers and regional and zone servants on our list, who will be doing their share, devoting all their time to the Kingdom service. Therefore it is reasonable to expect that we can distribute between 2½ and 3 million of these booklets during the month of January. If each one tries conscientiously to do his part there is not any doubt about the results. Each one who receives a copy of the booklet is an excellent prospect for *The Watchtower.* We can call back on them and talk *The Watchtower* understandingly because of what they have read in the booklet, and take their subscription or at least place a copy of *The Watchtower* with them on a contribution of five cents with good prospects of calling back later and getting a subscription or including them in our regular magazine route.

New Folders Prepared

The Society has prepared a new folder advertising the new series of lectures "Religion", "The End," "Victory," and "Fill the Earth". Henceforth, when orders are sent in for transcription folders this new folder will be sent.

Another leaflet has been prepared advertising the book *Religion.* It is neatly arranged, printed in two colors, and on the inside of the folder there is a place where the company can stamp their local address and telephone number. This is designed to encourage back-calls on the part of the individual reading this folder or having obtained any of the literature. If people show interest at the door upon obtaining the book *Religion* or other information, and do not desire to give you their name and address, it is well to leave with them one of these new *Religion* book folders and write in the name and address of the Kingdom Hall (if not already stamped in), as well as the telephone number. Let's make it as convenient as possible for those prisoners to be freed now, by giving them all the aid and necessary information required so that they may get in communication with the Theocratic organization.

Zone Assembly Information

The Society is providing a new form for gathering information for the zone assembly. The zone servant will send these forms to the company servant just preceding the zone assembly. Each company servant should fill in the information requested and forward it to the zone servant as instructed.

The object of this work is to establish closer co-operation between all servants and publishers of The Theocracy and aid one another in more effectively discharging the obligation that the Lord has placed upon his people at the present time.

1941 "Yearbook of Jehovah's witnesses"

When you read the report by Brother Rutherford as furnished in the 1941 *Yearbook of Jehovah's witnesses* you will appreciate more than ever before the power of Jehovah. The world-wide activities of Jehovah's witnesses under continuous enemy fire during the past service year will be a joy to everyone. Not only will this amazing report bring a thrill to those already associated with the Theocratic Government, but the people of good-will will be astonished when they read the 1941 *Yearbook*.

Order your copy immediately. Your contribution of 50 cents will help cover the cost of this limited edition. Large companies would do well to get a few extra copies for the new interest that will be coming in during the year. A remittance should be sent in with all orders. We hope to be filling orders about the middle of December.

1941 Calendar

The 1941 Calendar is exceptionally beautiful and expressive under the text "Salvation unto our God . . . and unto the Lamb." (Rev. 7:10, *A.R.V.*) The artist portrays the Scriptural symbolisms in modern detail of Jehovah's "strange work" of judgment now fast reaching a climax amongst the nations.

The date pad sets out in two colors the testimony periods for 1941, along with other field-service instruction and suggestions. The 25-cent contribution is asked for each copy, or one dollar for five copies when mailed to one address. Companies should order the *Yearbook* and Calendar at the same time, along with remittance. The Calendar will be ready December 15.

Trouble Affidavits

In response to notice in the July, 1940, *Informant* under the heading "Mobs", brethren filed with the Department of Justice several hundred affidavits showing clear violations of Sections 51 and 52 of Title 18, United States Code Annotated.

Where local state or municipal officials have either participated in mobs or knowingly permitted mobs to assault Jehovah's witnesses, or have arrested and oppressed them, and affidavits of such occurrences have been filed with the Department of Justice, it is suggested that a letter be written now to that Department at Washington, calling attention to the violation of the above statutes as shown by your affidavit on file with the Department. In such letter you can ask the Department's co-operation and also offer to assist them in any possible way.

Specific request should be made in the same letter as to what action has been or will be taken against such officials. When you receive reply send to legal desk at Brooklyn the original or a copy thereof, together with a copy of what you wrote.

New Publications

Salvation: Finnish, German, Norwegian.
Satisfied: English.
Conspiracy Against Democracy: Portuguese.
Judge Rutherford Uncovers Fifth Column: Spanish.
Refugees: Spanish, Yiddish.
Fascism or Freedom: Yiddish.
Face the Facts: Yiddish.

New Records

PS-205 to PS-218, "Government and Peace," Spanish.
PIL-101, P-230, "Value of Knowledge," Ilocano, "Message of Hope," English.
PTG-101, "Value of Knowledge," (Parts 1 and 2) Tagalog.
PCV-101, "Value of Knowledge," (Parts 1 and 2) Cebu-Visayan.
PT-154, PT-204, "Instruction," "Snare and Racket," Portuguese.

October a Good Start for the Fiscal Year

New Peak on Company Back-Calls

Start Now for New Peaks for 1941

Throughout the year the *Informant* will keep posted, as shown below, the previous peak (and the date that peak was attained) of company publishers and of pioneers, of average hours and of average number of back-calls. This will be a good guide for all the publishers to follow. If each publisher, whether he be company or pioneer publisher, attains the peak it will not be long until we reach new peaks for posting. Each month the *Informant* will furnish the latest month's tabulation.

We set out below the October report, and you will note that during the month of October the number of pioneers in the field surpassed the previous peak and that the company publishers' average number of back-calls surpassed that previous peak. Next month these new peaks will appear in the all-time records. It would be well for each company and pioneer to compare their monthly averages for their monthly report with these tables at at least one service meeting during the month.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.		Pioneers	
Pubs.	55,039	Jun '40	3,315	Aug '40
Av. Hrs.	20.3	Jun '40	125.9	Oct '39
Av. B-C	3.7	Jan '40	26.9	Nov '39

	OCTOBER 1940			OCT. 1939	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	51,506	15.7	4.6	19.1	2.3
Pio.	3,619	107.9	22.0	125.9	16.3

Are You Using a Phonograph?

The Society has caught up on all orders for the phonograph, the old model. We have on hand 220 that can be shipped immediately. It will be several months before the new vertical-type phonograph will be announced as ready for delivery, due to the impossibility of getting certain parts for its manufacture sooner. Those desiring phonographs should get the old model now and use it; as long as they last they will be shipped out immediately. The regular price is asked, $8.00, to cover the cost.

Do not place orders for new model phonographs yet; just the old model.

You Can Help the Office

The company servant is to carry on all correspondence with the Society regarding the company activities. Many times we receive orders or letters from various servants or publishers in the company and time is wasted checking up to see if the one writing has any connection with the company. It is further suggested that if anyone in the company desires information regarding addresses of companies elsewhere, in the event they desire to visit them or get in touch with them, this also be requested through the company servant, to insure prompt reply.

Coupons

To the publishers of The Theocracy the placement of the Kingdom message in the hands of the people is of paramount importance. They are anxious to take advantage of every possible means available to accomplish this. Many of the brethren have found that they can leave considerably more literature in the hands of the people if they will accept coupons in exchange for the literature. This can be done in practically every section of the country. Many of the brethren are overlooking opportunities of giving an additional witness by not taking advantage of this provision.

In every section of the country where products are sold with valuable coupons offered as premiums the publishers should tell the people that they will be willing to exchange literature for these coupons. Many pioneers and companies are now successfully leaving literature for coupons where otherwise they would not be able to make any placements.

Coupons taken in in exchange for literature by the publishers are redeemed at the rate of 40c a hundred full coupons for the following products:

Octagon and Kirkman soap products
Rumford baking powder products
Luzianne coffee and tea
Ballard flour

In addition to the above, Health Club coupons for baking powder products are redeemed at 30c a hundred.

These coupons may be sent to the Society, at 117 Adams Street, Brooklyn, by pioneers and companies, but not by individual company publishers. Company publishers should work only in harmony with and under the direction of the company in selecting coupons. They may place the literature with the people at the above rate. These coupons should then be turned in to the company, and sent to us by the company servant when the collection of the coupons becomes large enough for a reasonable shipment, preferably 1,000 or more full coupons, and the company's account will be credited for the coupons sent in; likewise the pioneer's account.

Do not expect credit on your account too soon, however. After you send in the coupons time must be allowed for the shipment to get to this office, then to be assembled here and finally sent to the clearing house for these coupons. It usually takes them from two to four weeks to count the coupons and send us their check. This check may arrive at the Society's office after the statement is mailed on the first of the month: therefore it would take an additional four weeks before the company or pioneer would actually receive notice that the account has been credited for the coupons.

When sending coupons to us, please carefully observe the following instructions:

1. Always send a letter giving the necessary information concerning the coupons you are sending. This letter may be attached to the outside of the package or sent separately. If the letter contains a money order, report cards, orders or anything else besides the information pertaining to the coupons, send it separately; do not attach it to the package, and *never put a letter inside the package.*

2. In your letter state the different kinds of coupons, the total full value of each kind and the total full value of all coupons in each package. We are not interested in knowing how many half coupons are in the package, but only the total number of full value coupons. Two half value coupons should be counted as one full value coupon. Thus, if you have a package of 2,000 half value coupons they should be listed and counted as 1,000 full value coupons. Only coupons from products listed above should be sent to us. Other brands cannot be redeemed for cash by the Society.

3. Coupons should be carefully counted and tied together in bundles of 100 full value coupons. Thus, 200 half value coupons should be tied together to make a bundle of 100 full value coupons. These bundles should be made up of coupons of the same brand.

4. Always state the pioneer or company account that is to be credited with the value of the coupons. Companies should be especially careful to give the name of the company that is to be credited.

"Pioneer Instructions"

In the interest of the entire Theocratic organization, and in particular the pioneer branch of The Theocracy, the Society is sending to all pioneers, zone servants and regional servants a special sheet "Pioneer Instructions", which will give them a clearer picture of the Theocratic arrangement and enable them to appreciate more fully the part they play in the great drama of vindication.

The Lord's people today, pictured by Ehud, which name means "united", must be at full and complete unity; and in harmony therewith "Pioneer Instructions" says: "All appreciate the fact that the objective of the Theocratic servants, whether they be pioneers, company servants or publishers, or zone or regional servants, is one and the same, that of co-operating in unity under the direction of the Lord through his organization, giving a uniform witness and aiding the 'other sheep' to see the issue, that they may take their stand on the Lord's side."

Upon a careful and prayerful study of "Pioneer Instructions", together with determined effort in carrying them out, there should be greater co-operation and unity among the pioneers and zone, regional and company servants as outlined in the Organization Instructions.

Magazine Distribution

As heretofore outlined, the magazines *Watchtower* and *Consolation* may be placed in the hands of the people (1) by obtaining subscriptions, (2) by placing them on routes, (3) in sidewalk witnessing, and (4) in connection with the regular door-to-door work. That all four methods have been used to good advantage is evidenced by the year's report appearing in the 1941 *Yearbook*.

Door to Door

There is no reason why we should allow old magazines to accumulate. If, because of rain or some other such reason, the magazine publishers are unable to get out on the street on a Saturday afternoon or night, or any other scheduled night, the magazines should be pushed in the regular door-to-door work at all times, placing them singly at 5c (or older ones free as samples to be used as 'seed' for a subscription later on) or in combination with books or booklets. For instance (except during the special booklet campaign), a *Watchtower* or *Consolation* could be placed with a bound book and a self-covered booklet on contribution of 30c, or with booklets on a 10c contributic

Routes

As more publishers see the . of holding and properly covering individual territories, a corresponding increase of magazines placed by the route method is apparent. And this method aids the publishers in becoming better acquainted with those of good-will in their territory and builds up their back-calls and model studies. Weather conditions will not cause placements of magazines on routes to fluctuate.

Street Work

The street work continues to be an excellent means of placing magazines, especially with persons who would not otherwise have the opportunity of receiving them, due to living in inaccessible territories. Not only does the street work provide this additional outlet for the magazines, but, just as important, it serves as a means of public identification of Jehovah's witnesses, as well as identification of both the "other sheep" and the "goats" by their course of action toward the Lord's people. The current issues of *The Watchtower* and *Consolation* should be offered on the street; never offer "out-of-date" issues. However, in the case of continued articles, if some are left over it would be in order to have the preceding issues containing those articles in the event request is made therefor. Magazine work should be arranged for several nights during the week. Select another evening as well as Saturday.

Magazine Bags in Stock

Standards bearing the slogans suggested in Brother Rutherford's letter of May 10, and also shown in the June, 1940, *Informant*, and the magazine bags, serve to call attention to the magazines, thus obviating our shouting loudly and otherwise creating unnecessary attention.

Magazine bags are again in stock. Companies and pioneers may (these as needed. Fifteen cents or seven for $1.00. Increase the magazine witness; which will mean more publishers engaging in it and more hours.